

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXVIII, No. 9

NEW YORK, MARCH 3, 1922

10c A COPY



The portrait of a city

WHEN the Believers in Jacksonville decided to advertise their city, we

advised them to do it in a way that had no exact parallel.

Together, we concluded that those we hoped to interest would not be concerned with dry statistics. The number of Jacksonville's buildings, the volume of its commerce, while impressive, were not Jacksonville. Rather we would make every Jacksonville advertisement a portrait of Jacksonville. Its charm. Its personality. Its magnetism. Its friendliness and its color. We would make the picture so complete and so vivid a revelation that people who had never seen Jacksonville would feel they knew it.

We painted faithfully, without exaggeration. And this portrait has been distributed in every nook and corner of the land. As a result people from every state in the Union have gone to Jacksonville to live, to invest, to set up in business. Jacksonville itself induces these people to stay.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



THE FEDERAL INTERRUPTING IDEA WINS A HARVARD AWARD



FEDERAL has been honored with the Harvard Award for 1926, for a distinguished individual advertisement deemed by the jury of award most effective in its combination of text and illustration as the means of delivering its message.

FEDERAL ADVERTISING AGENCY, INC.

6 East 39th Street, New York



PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVIII

NEW YORK, MARCH 3, 1927

No. 9

How a New Business Grew Out of the Laboratory

Merchandising and Production Plans of Pabst Corporation Were Developed through Sound Research

By Alfred J. Schedler, Ph.D.

Chief Chemist, Pabst Corporation

[EDITORIAL NOTE: In this article Dr. Schedler, with characteristic modesty, demonstrates the truth of a principle that many progressive sales managers have been seeking to apply, namely: that merchandising can be substantially as scientifically accurate as production. He shows, moreover, that in the laboratory can be developed much of the "how to" inspiration that is needed in the sales and advertising departments.]

Dr. Schedler can speak with authority to sales executives because he is one of the country's foremost examples of the scholar in business. He studied in Karlsruhe Technical College and the University of Freiburg, earning his Doctor's degree from the latter. Later, he was on the Darmstadt Board of Health and the staff of the Bavarian Experimental Station, at Nuremburg. For the last thirty-three years he has been in charge of the Pabst scientific and chemical research laboratories at Milwaukee. He is a national figure in his line and is frequently quoted and consulted.]

SOMEBODY has said, and not without reason, that the place for a merchandising campaign to begin is in the division of a business in which the merchandise is made. In other words, the production has to be planned and carried on with the salability of the commodity ever in mind. We, in the Pabst Corporation, are willing to go a step farther and say that selling, construed in its broad sense, should start before the process reaches the factory. Its beginning should be in the laboratory.

It has been our experience that the scientific research department

of a business is functioning only to a limited part of its capacity when it has to do only with the planning and making of a commodity. If a thing cannot be readily sold, its commercial value is nothing to get excited about. The sales department, then, can well afford to avail itself of help the laboratory can give in designating the salable arguments that may be advanced in behalf of an article and in properly visualizing the potential market. The laboratory also can aid the advertising department in the direction of seeing that the product is properly described—curbing, on the one hand, the enthusiasm that sometimes results in inadvertent misstatements; on the other hand making sure that reasonable and provable claims are advanced.

Again, the laboratory, properly utilized, can be a potent aid to the manufacturer in helping him to keep his selling prices down to a level that is required by the close competition that exists today and at the same time make certain that he gains a sufficient profit.

When a manufacturer cuts his selling price, for competitive or other reasons, he must make it up either in additional sales volume or in a saving of production cost. Not infrequently, the only way the net production cost can be lowered is by finding some profitable use for by-products

which are being wasted. When a manufacturer uses his waste products in this way, he is doing nothing more or less than applying the department store selling idea to his business.

Laboratories, in working out methods for the profitable use of by-products, often make discoveries which have led to the production of hugely valuable commodities.

Consider, if you will, the case of Pabst-ett. This new food product, made by our company, came as the result of laboratory study. Our sales department is kind enough to say that much help in the marketing of the product has come from the same source.

Pabst-ett was produced through combining processed cheese with whey, the latter being a by-product of cheese manufacture which hitherto had been almost entirely wasted.

When milk is set with rennet it thickens and separates into a solid and a liquid. The solid portion is called "curd"—the liquid, "whey." In the course of aging, this curd becomes cheese and undergoes a multitude of changes which increase its digestibility. But, after the fat and casein have been thus removed from the milk to form the cheese, about 50 per cent of all the other solid constituents of the original milk still remain in the whey. It is, therefore, logical to conclude that this by-product must possess valuable properties which ought to be made available for nutrition purposes. Some of it has been used for making whey cheese, some for feeding hogs and cattle and some for the separation of milk, sugar and albumin. But there have never been any appreciable attempts

made to commercialize whey in its entirety and concentrated condition. That it possesses real value, however, has been duly recognized in Europe where it is prescribed for what is called the "Molken Kur."

In studying the methods of processing cheese, we became much interested in the action of organic and inorganic substances on the finished product—particularly in regard to appearance, texture, taste and digestibility. We discovered that certain carbohydrates and colloids, such as cane and milk sugars, produced pleasing effects in cheese mixture. But, realizing that such additions would constitute an adulteration of the cheese, we did not attach much importance to these results at the time.

This investigation, though, is the thing that eventually led into the production of Pabst-ett.

Fred Pabst, president of this company, operates a large cheese factory at Oconomowoc, Wis. He became much concerned over the problem of utilizing the surplus whey of his factory, which grew in amount with the increased output of cheese. The extraction of milk sugar or the production of lactic acid was about the only outlet, but this was not considered advisable because of the limited demand for these constituents. Being familiar with the research work carried out in our laboratory and recalling the effects of carbohydrates and colloids on processed cheese which I have just told about—and also having in mind the merits of whey—Mr. Pabst suggested that we make experiments. It was his thought that instead of the milk sugar used in the former experiments, we



ALFRED J. SCHEDLER, PH.D.



A glance through the pages *of the current Pictorial Review*

A glance through the pages of the Pictorial Review for March will indicate the character of advertising prepared for various clients of The H. K. McCann Company:

PAGE 46	Borden's Eagle Brand Condensed Milk (for cooking)
PAGE 59	Del Monte Canned Fruits
PAGE 63	Daggett & Ramsdell
PAGE 66	Borden's Eagle Brand Condensed Milk (for babies)
PAGE 67	Del Monte Spinach
PAGE 78	Del Monte Peas
PAGE 135	Hawaiian Sliced and Crushed Pineapple

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND
CHICAGO LOS ANGELES



SAN FRANCISCO DENVER
MONTREAL TORONTO

should substitute whey containing an equivalent amount of carbohydrates.

Attacking this problem systematically, we soon were able to manufacture an article which possessed possibilities other than those suggested by Mr. Pabst. In its concentrated form, whey represents a pale yellow paste with a characteristic but pleasing taste embodying certain features of a food. We thought, therefore, of using it as a mild sweetener in bread, thereby incorporating the accessories of milk to a larger degree than is possible with the original commodity. A combination of malt extract with whey also seemed to have certain merit. But in both instances the baker as well as the candy manufacturer were afraid to use a waste product originating from cheese making. This meant that we did not get very far with our idea.

We then concluded that if this reaction, as expressed by these two industries, really represented the attitude of the public at large, there certainly could be no objection to the use of whey concentrate in the production of cheese products. After much reasoning, which since has proved to be perfectly sound, we devoted our attention to experiments on the lines suggested by Mr. Pabst.

The outcome has been that we have worked out a practical method of combining cheese and whey in the new food which now is being widely merchandised under the name Pabst-ett.

In some quarters, Pabst-ett probably will be called "a new kind of cheese." But it is not cheese and cannot be merchandised as such. What it really amounts to is a combination, with cheese, of the food elements recovered from the waste part of the milk that was left after the cheese was made—the milk sugar, the soluble milk protein or albumin, certain vitamins and practically all of the milk minerals.

But, after the formula had been completed and we saw we had something worth while, the work of the laboratory was by no means

complete. There remained the marketing, the most important thing of all. Numerous tests had to be carried out before we arrived at the proper blending, seasoning and adjusting of the composition of this new food to meet the favor of the consuming public. We always kept in mind that we must show decided merit in order that we might assist in merchandising the product. Slowly and carefully, step by step, we advanced in the development, attacking the problem from the position of the manufacturer as well as the consumer. Whenever we thought we had succeeded in making a particular good batch of the new food, it was submitted for criticism to our friends among retailers and others. This proved highly helpful in correcting certain defective qualities which had escaped our attention.

Learning from our critics, for instance, we found it advisable to make the new food of a consistency different from cheese—to make it soft enough to permit spreading it on bread like butter, of a texture and smoothness similar to that of ice cream, and in such a manner that it should melt on the tongue.

ADVERTISING STEPS IN

When Pabst-ett had been developed substantially to its present form, our sales and advertising departments took hold of it. Here was more work for the laboratory, showing how closely related are scientific production and distribution. The sales department selected an attractive container which was thought to have good advertising value. The laboratory had to analyze the package to ascertain whether it would answer its purpose without injury to the quality of the goods. The package had to be appropriate for the manner in which the new food was to be consumed; be readily accessible or permit taking out the product as a whole in a pleasing, presentable form. The composition of the cardboard and tin-foil, as well as the manner of sealing are features that have a

The newspaper
which the readers
come to the news-
dealer and demand
is the newspaper
which you ought
to advertise in.

In Brooklyn, it
is the Standard
Union.

R. G. R. Stanishman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

vital bearing on merchandise such as ours. Much thought, therefore, was spent in eliminating from the package influences that were detrimental to Pabst-ett.

It has been my observation that many an entirely worthy food product has suffered needless obstacles in marketing because sufficient thought had not been devoted to the packaging. The container may be hard to open. It may be unattractive to look at. It may possess some chemical element that would detract from the delicacy of the taste. It may be in such a form that the food cannot be taken from it expeditiously and neatly. If a product has to be all mussed up in removing it from the can, package or carton, much of its appeal to the customer is lost no matter how much intrinsic merit it may possess. Unquestionably, the container proposition is a thing meriting the most expert attention of the laboratory. This applies even to the advertising message that may be printed on the outside. The presentation should be sufficiently descriptive as well as attractively set forth. But for sheer correctness it must be beyond reproach. Here the chemist can be of the greatest aid to the sales manager.

SALESMEN HAD TO BE INFORMED

It can be readily appreciated that in the marketing of a food product such as Pabst-ett, the salesman must have at least an idea as to what it is all about. In developing new wholesale and retail contacts, he can point to the quick growth of the commodity. He can tell about the widespread condition of consumer acceptance brought about by our large advertising campaign in newspapers, magazines and business papers. He can relate, in an abstract way, that Pabst-ett is a valuable food—that it is pleasing to the taste, that it has certain laxative qualities and so on. But this is not enough. If the salesman is going to reply intelligently to questions that prospective buyers are certain to ask him, he must be familiar in a general way with the manufacture

and properties of the article.

Here, again, is where the laboratory can co-operate with the sales department.

In preparing our salesmen to sell Pabst-ett, we give them a general background on the subject of food. We have found, also by experimentation, that there is no need, in this educational work, of being too elementary. It is not necessary to keep away entirely from scientific phraseology. There are certain aspects of the proposition that every salesman should be competent to grasp and understand. After all, it is nothing more or less than a reiteration of certain dietetic principles that every man of average education has been taught in public school.

Through lectures and printed matter we try to give the Pabst-ett salesmen an understanding of the two influences of food on the human body which are (1) the creation of energy and heat or maintaining body temperature and (2) the building up of new and wasted tissues. For this purpose, the salesmen are reminded, there are required certain food elements such as carbohydrates, fat, protein and mineral matter. But without the presence of vitamins, these food elements will not accomplish what is expected of them. Vitamins, which have been brought into prominence in the last twenty years, are not of animal but of plant origin. Their composition is still unknown and their presence in food can only be ascertained by their actions as determined by painstaking feeding experiments. Milk is a food which embodies all of the requirements of a nutrient, and there is none better. But even so, milk fails of its purpose where it is used exclusively and not in conjunction with other foods.

With these simple facts set forth as a basis, we then proceed to build up Pabst-ett in the salesman's mind by describing to him the method of manufacturing and processing cheese which, of course is made of milk and cannot be made of anything else, and how.

(Continued on page 170)

Two RUTHLESS ASSASSINS



—that lurk in your **MOTOR**
... HEAT and FRICTION ...

A Vicious pair, these two assassins' No motor is safe from them. Their is on victim they prefer to an engine, month-old motor—whereas in an elderly motor on the daily side of tiny thousand miles. Plungent lubrication, and limited roadsters, great trucks—all are fair prey for these two. And they work so quietly, so slyly, car owners are often lulled into a false sense of security.

Every motor you drive, Heat and Friction lurk there in your motor, waiting crossbly face "The Film of Protection," apply a bearing, or burn your motor to its necessary end. And only your motor-oil prevents these two assassins from doing damage.

Why worry any fool

When a motorist goes into a store it is no longer the cost, growing liquid that you are poured into your crankcase. Only a thin film of oil actually coats the lighting line. The film covers all the vital parts of the motor and corrects them all the while, saving metal surfaces. As long as this protective film remains

intact, the motor is safeguarded from destructive heat and friction.

But the oil film itself is subject to attack, punishment. It must withstand wear, scorching heat, oil and sludge, grinding friction.

For you often, ordinary motor oil fails. The film, under that cruel punishment, breaks and burns, leaving your motor parts exposed. Hot, uncooled surfaces chafe against each other. Wear-

ing heat attacks the iron metal. Insistent friction begins its work of destruction.

Then, before you even learn your motor-oil has failed, you have a scorching, a scored cylinder or a burned-out bearing. And you pay big repair bills.

The "film of protection"

that does not fail

Tide Water technologists spent years in studying our oils alone, but oil film. Finally they perfected, at Veedol, an oil that offers the utmost resistance to deadly heat and friction. An oil which gives the "film of protection," the oil film, strength as silk, tough as steel.

In five million engines, car owners are learning that the Veedol "film of protection" is a motor's most valuable defender. Stop today, at the first orange and black Veedol sign and have your crankcase drained and refilled with Veedol. Veedol oil for your particular motor.

Tide Water Oil Sales Corporation, 11 Broadway, New York. Branches at warehouses in all principal cities.



An advertisement prepared for the Tide Water Oil Sales Corporation

Advertising's best sellers

THE MAN in the street doesn't get excited about philosophy. But call it "The Story of Philosophy," people it with human, lively characters and you have—a best seller . . . The man in the street doesn't care about biology. But call it "Why we behave like human beings," write it in popular newspaper fashion, and you have—a best seller . . . The man in the car doesn't think about motor oil. But call it the "Film of Protection," write it as a mystery story, and you have—a best seller . . . To interested executives we shall gladly send notable examples of advertising that has succeeded in turning difficult subjects into—best sellers. Joseph Richards Company, Inc., 247 Park Avenue, New York City.

RICHARDS

FACTS FIRST  THEN ADVERTISING

Why Not Let Your Salesmen Write Their Own Manual?

This Company Found That the Plan Works with Field Managers and It Ought to Be Equally Effective with Salesmen

By Percy H. Whiting

Manager, Retail Sales, Securities Department, Henry L. Doherty & Company

"**W**E are thinking about getting out a manual for field managers," we told our educational director. "What is the quickest and best way?"

"Three plans are in popular use," he told us. "The first is to keep on thinking. This is by far the most popular."

"We have used that plan with great success for several years now," we told him.

"The second method," he continued, "is to get a lot of old manuals and to rewrite them, retaining the worst features of all."

"We thought of that too," we told him, "but unfortunately no other legitimate security house, so far as we know, ever used field managers. So nobody has covered our problem and that's out."

"The third plan," continued the director, "and here I stop trying to be funny is: *First*, analyze the job—find out what a field manager is supposed to do. *Second*, send out investigators to work with field managers and find out how the best ones do the job. *Third*, classify the material. *Fourth*, write a manual."

"All of which," we summed up for him, "calls for one analyst, several investigators, one sorter, one writer, much time and more money—none of which we have, except the money and that isn't in our budget."

* * *

Yet, inside of one month, without the use of analysts, investigators or sleight of hand, we had built a field manager's manual that works.

We produced it with the aid of a "question convention" and this is how:

* * *

First we built up a skeleton

manual—a mere backbone and a few ribs. This we sent to all managers and to all field managers to be studied.

This skeleton manual was divided into three subdivisions:

(1) Hiring men, (2) training men, (3) working men. Each of these headings was further subdivided a trifle.

* * *

The next job was to write a long list of questions—hundreds of them—designed to bring out information as to the best practice among field managers in doing their stuff.

Our third step was to split up this list and send it out to our managers and field managers under the title of "Think Letters." Perhaps the easiest way to show how we did the job is to take one brief example from one "think letter." Here it is:

A.—Working with men who need it.

1. Do you use our plan of working with new salesmen?

2. How many days do you work with the salesman in his first week of active selling?

3. Do you work all through the day with him—or only part of the day?

4. How much do you work with the new salesman (on an average) his second week? His third week?

5. Is there anything unsound in our request that, when a man has been with us a couple of weeks and has not sold a dollar's worth of securities, you should go out with that man and stay with him until he has either sold enough to cover his drawing account for a week or else has so thoroughly demonstrated his unfitness that you will recommend his dismissal?

6. If there is anything unsound

MILWAUKEE — First City in Diversity of Industry!

Milwaukee Leads the World!

MILWAUKEE—first city in America in diversity of industry—leads all other cities of the world in the production of—



Concrete Mixers	Refrigerators
Dredges	Small Machinery
Electric Controls	Silk Hosiery
Excavators	Street Car Brakes
Gas Engines	Temperature Devices
Herringbone Gears	Traveling Cranes
Mine Hoists	Woolharrows
Motorcycles	Work Shoes

This great manufacturing city, metropolis of the rich and stable Milwaukee-Wisconsin market, has an annual industrial payroll alone of more than \$200,000,000. And Milwaukee can be thoroughly covered and sold through one newspaper only! The Journal is read regularly by more than four out of every five families. Concentrate in this newspaper!

THE MILWAUKEE JOURNAL
First by Merit

WISCONSIN—First State in Value of Dairy Products!

in the foregoing request, how do you explain the fact that we have so many cases of salesmen who have been with us three, four, five and six weeks who have never sold even as much as one share?

7. Has anybody any new ideas as to how you can be of service in getting new men into production?

8. Is there anything wrong with our rule that you should go out with a salesman who is in a slump and stay with him until he is back on his feet or until he has demonstrated to you that he should be discharged?

9. Do you correct only one fault at a time?

10. Do you jump from salesman to salesman without spending enough time with any one man to do him any real good? If so, what are you going to do about it?

11. Do you agree with us that there are no exceptions to the rule that field managers should never call with salesmen who are "going strong"? If so, what are the exceptions?

12. Should a field manager spend over 25 per cent of his time in the office? (If so, what does he do with it?)

13. Can you suggest any other way to get more sales per call—more volume per sale?

Step No. 4 was to call a convention of managers and field managers. At this meeting there were few speeches and many questions.

All the questions in the "Think Letters"—and a number of others—were asked of our managers. (Our plan of handling these "Question Conventions" was described in *PRINTERS' INK*, dated October 7, 1926, "Why Not Speechless Sales Conventions?" These answers were taken down by a Stenotype operator.

Step No. 5: From the questions and answers we built up our Field Managers' Manual.

This manual, to those who have built up theirs by other methods, would probably seem a singularly brief and colorless volume. To be frank, it is brief and colorless—but it contains the vital rules. In

two subsequent conventions, we have not been able to bring out any great number of valuable new points.

* * *

The chief advantage of such a manual is that the men, themselves, will "buy it." It has been built on their own plans and specifications.

* * *

Naturally, the problem of getting such a manual written is as nothing compared with the problem of getting it used. The Thirty Years War was a mere brawl compared with the fight to get any manual actually used.

Here are some of the plans we employed to put the manual in use and to keep it there:

1. We supply a training course, based on the Field Managers' Manual and the Employment Manual, to be used in training salesmen to be field managers.

2. We bound our managers, through letters, bulletins and house organs, to follow out the plans laid down in the manual.

3. At every convention of managers, we review the manual by means of a question-and-answer round table.

4. Every time a home office executive or field man visits a branch office, he checks over, by means of a standard list of questions, to see if the field managers are doing the job according to the standard plan. If they are not, and the office is doing well, nothing is said. If they are not, and the office is *not* doing well, we insist on an immediate adoption of our plan.

5. At least once a year, a convention of field managers is held, at which we review the manual and at the same time try to bring out new ideas. If there are enough new ideas, we get out a new edition of the manual. If not, we get out a supplement. In this way, our manual is always up to date.

Walter Baker Retains Barton, Durstine & Osborn

Barton, Durstine & Osborn, Inc., has been retained by Walter Baker & Co., Ltd., to handle its advertising.

New England's Second Largest Market

Providence Has Telephone for Every 4.8 Persons

A recent national survey shows Providence to be high up on the list of cities having large numbers of telephones in proportion to their populations.

There are 21.3 telephones for each 100 persons—a pretty high average when you find New York City with 21.7.

The Providence Journal* and *The Evening Bulletin

give you excellent coverage in this prosperous market.

**Circulation
108,809 Net Paid**

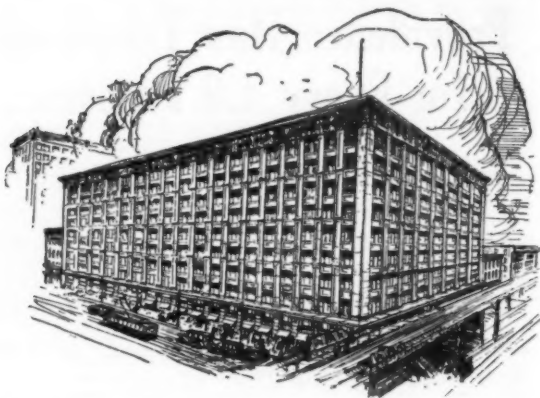
***Providence Journal Company*
*Providence, R. I.***

Representatives

Chas. H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Company
San Francisco Los Angeles Seattle

The greatest volume of advertising in Chicago store in 1926



IT IS frequently said in merchandising circles that The Davis Company is the fastest growing store in Chicago.

In the year 1926 The Davis Company placed 1,254,028 square lines of advertising in The Daily News—the greatest amount ever placed in one newspaper, in a like period, by any single Chicago advertiser. This amount was greater than the total advertising of The Davis Company in all other Chicago newspapers in the year 1926.

The accompanying letter from The Davis Company tells how they have made use of space in The Daily News to achieve a most remarkable success in department store operation. It offers guidance to all who are interested in promoting the rapid growth of business through efficient advertising in Chicago.

THE CHICAGO DAILY NEWS FIRST IN CHICAGO

Member of The 100,000 Group

**Advertising
Representatives :**

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
300 N. Michigan Ave.

Average Daily Net Paid Circulation

andvertising ever placed by a in ONE NEWSPAPER

THE DAVIS COMPANY/
CHICAGO

December 20, 1926.

Mr. L. M. Barton,
Advertising Manager, The Chicago Daily News,
Chicago, Illinois.

Dear Sir:

It is hardly necessary to say that we are exceedingly gratified by the growth of our business during the past year. This development has been marked not only by sales figures but by a great increase in the number of people coming into the store.

There are, of course, many factors in this success. We can not minimize the importance of our "Bottom Prices Guaranteed" policy. It is becoming more and more widely known that quality for quality we will not be undersold. We have made many improvements in our organization and facilities. We have added substantially to our store space and have greatly improved our service.

The Daily News has been the principal medium for our advertising. Our opinion of the efficiency of The Daily News as a business builder is best indicated by the amount of its space we have used.

Yours, very truly,

Arthur Davis

President.

*In 1926 38.39% of all the department store
lineage used in Chicago papers, daily and Sun-
day, appeared in The Daily News—more than
twice the volume any other daily or Sunday
paper carried.*

DAILY NEWS

IN CHICAGO

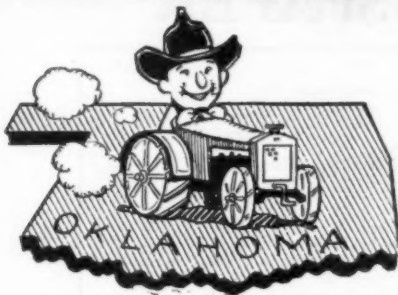
Group of American Cities

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

Subscription for January, 1927—446,941

Tractor Sales



... during last 3 years show growing buying power of Oklahoma farmers!

PRIOR to January 1, 1926, there were better than thirteen thousand tractors on Oklahoma farms. By the first of January, 1927, Oklahoma's tractor registration climbed to 16,268 . . . and sales of tractor distributors and dealers in this territory are still soaring!

This is an increase in registration of 22.5 per cent.

Tractor sales in 1926 totaled 2,996. Contrast this to 1,864 tractors sold in 1925, and only 954 tractors sold in 1924. These figures give a good index to the steadily increasing buying power of Oklahoma farmers!

America's big tractor men realize these facts . . . they know that Oklahoma farmers are receptive to all labor-saving devices . . . that Oklahoma is one of the farm markets where there is sufficient money to buy in big quantities. The result—22.5 per cent more tractors on Oklahoma farms than a year ago.

You can get equally good sales results for your product in Oklahoma! Farmers here are anxious to buy good merchandise and good services. Farmers here read and buy through the state's *only* farm paper, the Oklahoma Farmer-Stockman!

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
 Editor

Ralph Miller
 Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
 New York Chicago Detroit Kansas City Atlanta San Francisco

How to Test Copy

There Are Various Methods That May Be Employed Including the Use of Coupons

By E. T. Gundlach

President, Gundlach Advertising Company

I

TO test copy—to use laboratory methods instead of spinning theories—that is the only basis for the development of a possible science of advertising.

We hear widely divergent *opinions* expressed freely; not only about general principles (about some of which I, for one, feel uncertain), but also regarding many details, e. g. as to style of headline and character (on which I declare myself as heterodox). These thoughts are pronounced as established verities—the results of experience.

But when we come to analyze the kind and extent of that experience, what do we find? Numerous and accurate statistics that followed a series of careful, widely repeated and *comparative* tests? Or deductions based on tryouts of a general character? And where, in most of these tryouts, is there a real touchstone for the one factor of final importance—the copy itself?

It is true that new propositions and sometimes campaigns on old propositions newly advertised, are usually tested nowadays before large appropriations are voted. But let us examine how these tryouts are made. Since the methods of testing vary, let us divide them into three groups:

1—Testing a limited list of national magazines from which an *impression* is gained by the advertiser as to the effect upon the trade and upon the public.

2—Testing a limited geographic area (dailies or outdoor publicity) from which the *sales within an area* are checked after the advertising has run for a few weeks or a few months.

3—Testing a limited number of individual advertisements, perhaps a single advertisement (or a limited number of circulars, addressed to a typical list) from which *direct responses*, whether by mail or at a local store, are checked.

We have, then, as the result of

our three forms of tests, the following:

- 1—Impressions.
- 2—Sales by areas.
- 3—Direct responses (whether inquiries or orders).

* * *

(1) The alleged tests made in magazines under method number one are probably the most common of all in modern advertising. It is rare today that an advertiser launches his initial campaign with a large appropriation. Even twelve or fourteen years ago, when Crisco was put on the market, it was a matter of comment that the very first tryout was based on an appropriation said to have been \$250,000.

The more usual plan, if plan it may be called, is to select among various beautiful sketches and striking slogans a few to try out in one or two of the better magazines, perhaps by a single insertion, more probably by a schedule of six to twelve months. The advertiser selects, of course, the advertisements that *he* likes. Before these appear, there is some checking of sales to dealers. This means that the advertiser, in addition to his own opinion, is now getting the opinions of the trade; and this avalanche of dealer-opinions continues as long as copy runs. (In fact, I wonder if the methods of checking up on dealers to see "what the copy is doing," a job of \$50 a week investigators, are not frequently pure hocus-pocus, undertaken with the idea of proving a conclusion that was reached before the first advertisement went to the typesetter.)

In addition, there may be some real effort to watch what the public at large is saying about the advertising; how the particular thought of the copy, such as an

argument on Halitosis or a new pseudo-appeal about a cosmetic, suits the consumer. More probably, the only direct fact that is established after the advertising has run for a few months, is the salability of the article itself.

Therefore: If it is an article that has never before been marketed, the test is not a test of advertising at all, but a test of the marketability of the article. If the article had a market, but has never before been advertised, there may be involved in all this tryout some partial test of the potency of publicity, but surely nothing more definite—surely not until after extensive *comparative* figures are established.

Yet, after an initial magazine success I have heard the most sweeping statements as to the precise value of this advertising and furthermore positive conclusions as to the now-proved value of particular features of the copy. Can such unscientific thinking ever bring us a *science* of advertising?

* * *

(2) From tests in a limited territory, we can learn something far more specific. For here we have an opportunity for immediate comparisons.

However, if such geographical comparisons are to be of value, the article must be sold under approximately the same conditions in a non-advertised as well as in advertised territory. What is more, the identical sales offer must be made under the varied conditions.

And who does that? Is it not a fact that the extra inducements, free goods to dealers and what not, are usually made only in the advertised territory? And aside from that factor, we know full well that wherever the advertising is launched, there is a great hip-hip-hurrah. Salesmen are called together and dealers are told of the wonderful value now offered in the advertised article and of the enormous demand that is coming from the consuming public. It is impossible to estimate how much of additional sales is due to the enthusiasm thus created, and how

much to the direct pulling power of the copy itself.

I have often remarked that if we could pass around among salesmen and dealers the right kind of pre-war stuff to fill them with the belief that the ultimate buyers are watching the advertisements as closely as the salesmen and dealers are watching them—then all we would need is the advertising in those copies of the newspaper that reach all the *sellers*, and the advertising campaign to get the *buyers* would nevertheless be an assured success.

Yet, if the sales in an advertised area come more profitably than elsewhere, it is somewhat academic to dispute as to how directly or how indirectly the results were obtained; and we may perhaps safely state the conclusion that the advertising campaign is a success; but only that conclusion and no more. The question remains: What other kind of an advertising campaign might have paid much better? Few advertisers will ever know this, because after their initial outlay, they rarely make comparative tests. They expand along the line of the original success in advertising. (That is one of the big reasons for conventional ideas being accepted as though they were definite conclusions.)

Here and there, perhaps, an advertiser may have tried for a season some other kind of campaign, and sales for the season dropped off, perhaps from a variety of causes. From that time on he has had the "experience" and he "knows"; and furthermore he knows "just what kind of advertising" is best for him.

Once in a great while, we find an advertiser who tests different campaigns in various towns simultaneously. Then, if the comparisons are accurate and judicial and are undertaken on a sufficient scale under varying conditions, we may gather some real experience. But what did we test? The individual copy, the fundamental? Not at all. We had tested one advertising campaign as a whole compared with some other advertising cam-

paign. All questions of detail remain unanswered.

There is no way, so far as I can see, when running a schedule of newspaper advertising, or when covering a town with outdoor advertising, of reaching any conclusions except as to the campaign as a whole and then only by accurate and repeated comparisons of basic factors, e. g. outdoor advertising joined with newspapers in one place, newspapers alone in another, and outdoor advertising alone in a third. No details are tried out and unless just one type of copy appeal is used consistently in one group of towns as against only one type of quite a different copy appeal in another group, a test of copy as such can be only indirectly and remotely attempted.

* * *

(3) There remains then the third test, the test by direct responses. I am unable to conceive of any other kind of a test that is really a test of advertised copy. Despite the many positive statements about advertising, most of them based upon supposedly known principles of good copy, I am unable to see where there has ever been a test of the particular value, the real comparative value, of one individual appeal as against another, except where the advertiser has been able to count the exact number of responses from one piece of copy as against another.

* * *

If direct responses offer the one and only acid test of copy (by which those who cannot make such tests should be guided) let us see where we get these acid tests:

First: All classified advertising. To this the responses, whether by mail, by phone call or personal visit (except in a few cases of classified store advertisements) are always directly traceable. The copy is changed frequently according to a continuous experience. In my opinion, almost every principle of advertising copy ever truly established, has been discovered in the classified columns albeit the tests are made under conditions so far removed from ordinary publicity

that the principles of copy are found in rather elementary form.

Second: Almost all department store copy. A study of these advertisements is of immeasurable value for a publicity advertiser, and also for a mail-order advertiser whose experience can never become as detailed or subject to the same daily check as that of a buyer in a department store. Again, however, for the purpose of establishing general principles, department store copy is only a partial guide. For the tests by the stores are almost exclusively tests of offers at a price. Hence, the art of dexterous writing, while valuable, plays a comparatively small part in store advertising, being overshadowed by the importance of the price-offer.

Third: Daily newspaper copy by a manufacturer of some high-price article inviting the public to call on a local distributor, or on various local dealers; with calls checked daily at each store, in the same manner in which department stores check the calls daily in various departments. This same plan has been foolishly attempted on lower-price articles (silks and cigars)—at least I was foolish enough to attempt it twice, and I found my results so inaccurate that I feared wrong conclusions. However, on high-price specialties, with only one or only a very, very few dealers handling the goods in one town and a profit of handsome size on each sale, this plan of checking sales is feasible. In fact, it was followed extensively for a number of years by Edison Shops in various towns.

By taking one advertisement in only one paper, the increase in the number of calls can be plainly counted and after a little experience one may compute almost the hour at which the increased calls will begin to come and may estimate the amount of the increase. There must be, of course, periods of twenty-four or forty-eight hours in which no copy appears, and two pieces of copy must not appear at the same time when a test is desired.

It has been found exactly as in

the mail-order business that from inquiries on a correct offer, an approximately steady percentage of orders follows from the calls at the stores. It has been found also that certain principles in regard to individual pieces of copy could be established so that to some extent, just as in the mail-order business, a forecast could be made as to number of responses some particular piece of copy already tested in one town would produce in the next town. This somewhat expensive method of checking calls at the door of the dealer is unfortunately used by only a few of those advertisers who *could* use it, because they do not appreciate the extreme importance of the laboratory method on copy.

Fourth: All copy calling for responses in the shape of coupons presentable to the dealer and turned in by him to the advertiser. This gives a complete check on each individual piece of copy.

But here we are beset by the difficulty that the public will not present the coupons to the full extent nor will most dealers turn them in, unless each coupon represents a value. Therefore, this coupon advertising is possible only where the manufacturer is willing to make a special offer, printing a coupon "good for" something, and himself redeeming it for value.

Hence, advertising copy thus tested is pre-eminently "offer" copy. The offer and the manner of playing it up somewhat becloud all other considerations in copy. Nevertheless, by using the identical offer with varied pieces of copy (best in different towns) much may be learned as to the kind of advertising talk that reaches the public (as further explained under "mailed coupons"). We may conclude, then, that an advertiser in dailies, if willing to make a special offer with coupons exchangeable for something at dealers and redeemable by him, can learn by actual count, to some extent, the comparative value of one piece of copy as against another.

Fifth: There remains, then, but

one way of testing individual pieces of copy: by count of inquiries or orders sent direct by mail. This is for practical purposes the one and only mathematical way. It is the way, of course, for all mail-order advertising. But it is applicable to many other kinds of copy, particularly in magazines. It can be made, when carefully and cautiously followed through, into a plan that secures genuine conclusions on quite a few points in copy; and it may result and has resulted in a complete change of appeal to the public in more than one advertising campaign.

Since this method of getting mail inquiries (usually by coupons) is the one followed by the great majority of national advertisers who make any effort at tests, this subject is reserved for lengthier discussion in a subsequent article.

Frank Knox Appointed by Hearst Newspapers

Frank Knox, publisher of the Manchester, N. H., *Union and Leader*, has been appointed regional director of the Hearst newspapers for New England. He will continue as publisher of the *Union and Leader*.

Washing Machine Account for Mitchell-Faust

The Altorfer Brothers Company, Peoria, Ill., manufacturer of ABC electric washers and ironers, has appointed the Mitchell-Faust Advertising Company, Chicago, to direct its advertising account.

Hosiery Account for Paul Cornell Agency

The Roman Stripe Mills, Inc., Bengal, Pa., Roman Stripe hosiery, has appointed The Paul Cornell Company, Inc., New York advertising agency, to direct its advertising account.

Dry Ice Corporation Appoints Batten

The Dry Ice Corporation, New York, has appointed George Batten Company, Inc., to direct its advertising account.

Kant-Skore Piston Company Changes Name

The name of The Kant-Skore Piston Company, Cincinnati, has been changed to the Aluminum Industries, Inc.

CONCENTRATE



The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

**537,974 COPIES
A DAY**

The largest circulation in Philadelphia

Member of The Associated Press

A rich market for the sale of sound investment securities

Our Investor's Service Bureau has uncovered a vast field for investment securities. Month after month this department receives thousands of inquiries from *Evening Journal* readers asking for information about this or that security, or counsel regarding the placing of money for investment.

These letters demonstrate conclusively the tremendous amount of money available for the purchase of investment securities. *New York Evening Journal* advertisers have proved this repeatedly to their own profit and advantage.

An analysis of 1,400 of these inquiries brings to light some remarkable facts. 21 per cent specified definite amounts immediately available for investment purposes totaling nearly one million dollars.

42 per cent gave lists of some of the securities already held which have a market value approximating one and one-half million dollars.

The confidence our readers have in this newspaper is the result of the following policy—no advertisement is accepted by the *New York Evening Journal* unless the firm it represents enjoys a first-class reputation and no security which will not bear the closest scrutiny is permitted to be advertised in the *Evening Journal's* columns.



Dominate it with the NEW YORK EVENING JOURNAL

The *New York Evening Journal* is bought by 700,000 men and women every day. It is taken into homes in which live 3,000,000 people—one-third the total population of the New York market. This great field, which no other evening paper covers, comprises the largest audience of evening newspaper readers in America. Its aggregate wealth is tremendous; its possibilities, from the standpoint of selling sound investment securities, are unsurpassed.

In these days of relentless competition, the organization which finds and develops a new market usually forges into the lead. Here is a market—large, compact, and rich with resources—which will yield exceptional returns. Dominate it with the *New York Evening Journal*.

CIRCULATION FOR SIX MONTHS ENDING
SEPTEMBER 30th, 677,565 DAILY, NET PAID

A daily gain of 41,779 over the same period last year.

NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation
... and at 3c a copy daily, 5c Saturday*

New York Office
2 COLUMBUS CIRCLE, New York City

Chicago Office
913 Hearst Building, Chicago, Ill.

The paper selected by your dealers in Detroit is the home newspaper

WHETHER you advertise banjos or bananas you rely on the local outlet and the moulding of local opinion to sell your goods. Why not analyze the local merchants' use of the advertising dollar? In the Detroit market, The Detroit News—the home newspaper—carried 21,028,742 lines of local advertising while the other two papers carried about 8,000,000 lines each—which indicates how Detroiters, who know whence come their customers, rely on The News. Likewise The Detroit News led the other two newspapers in practically every selling classification of advertising and in national advertising. And altogether it led all other American newspapers in advertising in 1926.

In these classifications The News led all other Detroit newspapers. In most of them it carried more lineage than all other newspapers combined.

Automotive
Department
Stores
Drug Stores
Educational
Electrical
Footwear
Furniture
Grocery and Food
Hardware, Sport
Goods
Jewelry, Watches,
etc.

Household Arti-
cles and Equip-
ment
Musical Instru-
ments
Radio
Rotogravure
Tobacco
Toilet Articles
and Shops
Men's Wear
Women's Wear

The Detroit News

365,000
Sunday
Circulation

The HOME newspaper

330,000
Weekday
Circulation

Even Your Own Name May Not Be a Registrable Trade-Mark

It Is Doubtful Whether a Man Has Any More Privileges in the Trade-Mark Use of His Own Name Than He Would in the Use of Any Other Name

*Washington Bureau
of PRINTERS' INK*

THE conviction still seems to persist, in many quarters, that a man may use his own name on his merchandise, regardless of all similar uses of the same name. As a matter of fact, there are many proper names which have been protected by registration.

Briefly, the situation is this: While a proper name may be registered in the Patent Office under certain conditions, its registration is subject to the possibility of opposition, interference or cancellation, as is any other registered mark. Such a name may be registered if it is written, printed, impressed or woven in some particular or distinctive manner, or in association with a portrait of the individual, according to the trade-mark law, if it is found to be a valid trade-mark. But it is doubtful whether a man has any more privileges in the application of his own name to his merchandise as a trade-mark than he would have in the use of any other trade-mark.

However, if a proper name is a trade-mark and is also a part of the corporate name of a company, the courts have held that the name may not be adopted by another even though the goods may be dissimilar. The Patent Office apparently held this view in the case of opposition filed by Dunlap and Company to the registration by The Bettmann-Dunlap Company of certain alleged trade-marks for shoes which included the notation "Dunlap." The ground of the opposition was that the opposer had previously used the same mark on hats, that the mark sought to be registered included the corporate name of the opposer, and that, as this name was not written in a distinctive manner, its registration was forbidden by the trade-mark Act of February 20, 1905.

Both the Acting Examiner of Interferences and the First Assistant Patent Commissioner agreed in holding that the goods were not of the same descriptive properties, but that the mark sought to be registered was substantially the corporate name of the opposer. Hence, the opposition was sustained.

While this decision is in accord with many similar rulings of the courts, the Patent Office appears to have taken a conflicting view in the case of the Ford Motor Company against John A. McAdoo. In this case, the Assistant Commissioner of Patents held that the Ford Motor Company had shown no reason why the registration under the Act of 1920 by McAdoo of the word "Ford" as a trade-mark for cigars, cheroots, stogies and the like, should be cancelled. The grounds of this decision were that a corporate name may be registered as a trade-mark under the Act of 1920 when used on goods of different descriptive properties from those of the corporation and that, while the mark "Ford" may not be the exclusive property of the registrant, yet he has a right to use it upon the goods specified in his registration. In support of this decision, the Assistant Commissioner said that his ruling conformed to the Act of 1920, as it had been interpreted by the solicitor of the Department of the Interior.

Therefore, so far as the Patent Office is concerned, there appears to be considerable confusion regarding the registrability of marks that are a part of the corporate name of another. But when it comes to the use of the same proper name mark on similar goods, both the Patent Office and the courts invariably sustain the validity of the original mark. Under this latter circumstance, the

decisions are based on the matter of confusion of origin and unfair trade, and the courts appear to be growing more severe in their restraint of infringers.

On December 8, 1925, the United States Circuit Court of Appeals, Seventh Circuit, held that one having the same name as a longer established business rival may not make such unnecessary use thereof as will interfere with the right theretofore lawfully secured by the latter. This was the case of Alexander Henderson versus Peter Henderson & Company, appealed from a U. S. District Court. The U. S. Circuit Court of Appeals also held that the appellant's use of the phrase "Henderson's Seed Store" infringed the name "Henderson," registered as a trade-mark for seeds by the appellee long prior to the former's use thereof.

The case of the Vick Chemical Company is even more significant. The opinion of the U. S. Circuit Court of Appeals, Fifth Circuit, relates that in February, 1924, W. P. Vick and W. L. West agreed to go into business together for the primary purpose of marketing a grippie remedy under the name "Vick's Grippie Remedy." They organized as a corporation, of which Vick was president, and West, vice-president. In June, 1924, the corporation began, and continued thereafter, to put on the market a medicine formerly manufactured by West under the name of "Vick's Grippie Remedy," using the name "Vick's" in conspicuous letters at the top of the enclosing carton, a red "V," and at the bottom the words "Vick Medicine Company."

The Vick Chemical Company entered suit in the District Court of the United States for the Southern District of Georgia, which granted an injunction against trade-mark infringement and unfair competition. The Vick Medicine Company appealed the case, and the U. S. Circuit Court of Appeals affirmed the decree of the lower court, enjoining the Vick Medicine Company from the use on its remedies of the name "Vick's," or any colorable imitation of the

Vick Chemical Company's registered trade-mark, since it appeared that the former adopted the name merely to profit by the advertising and reputation of the Vick Chemical Company, and that consumers were deceived thereby.

The courts also decreed that the appellant before the higher court, once an employee of appellee, in later starting a competing business and in putting out a medicinal preparation under the name "Vick's Grippie Remedy," sold in containers having features similar to those of appellee, was guilty of unfair competition.

ANOTHER IMPORTANT CASE

Another and more recent case is particularly interesting because it covers nearly all of the important points governing the use of the same proper name as a trade-mark for similar products. E. C. Rich, Inc., entered suit against Albert L. Rich and Edmond J. Hazlitt, the latter trading as Batjer & Company, in the District Court for the Southern District of New York. It was a suit in equity for infringement of a trade-mark and on motion for a preliminary injunction, where the name had been registered as a trade-mark by another to designate similar goods.

The opinion of the court explains that the plaintiff is the owner of the registered trade-mark "Rich's" for crystallized ginger and other foods, ingredients of foods, and pharmaceutical preparations. Registration of the mark was shown, and exclusive use as early as 1924. It was also shown that by reason of exclusive use, the mark is generally understood by the purchasing public to have a secondary meaning designating the origin and ownership of the merchandise as that of the plaintiff. Then, the decision states that for years the mark has indicated the plaintiff's product alone, and continues:

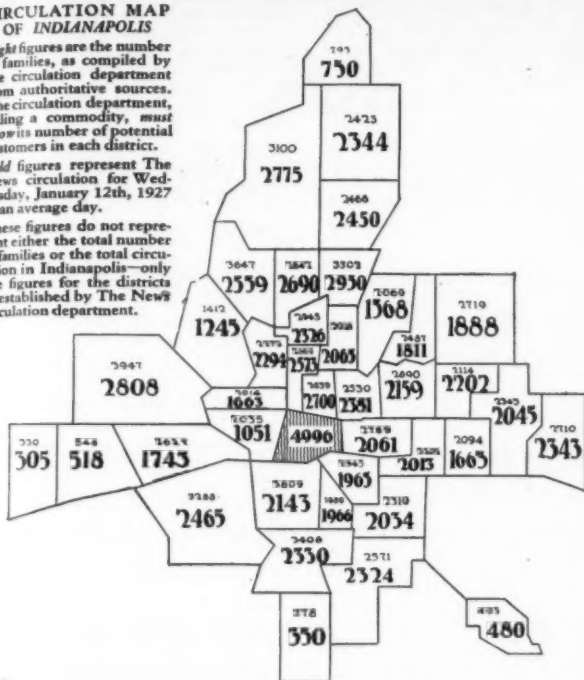
"That the defendant may use his own name 'Albert L. Rich' in its primary sense to designate himself in connection with the sale of similar products may not be doubted, provided the manner of such use does not mislead in such

CIRCULATION MAP OF INDIANAPOLIS

Light figures are the number of families, as compiled by the circulation department from authoritative sources. The circulation department, selling a commodity, must know its number of potential customers in each district.

Bold figures represent The News circulation for Wednesday, January 12th, 1927—an average day.

These figures do not represent either the total number of families or the total circulation in Indianapolis—only the figures for the districts as established by The News circulation department.



Notice the remarkably smooth and even coverage of Indianapolis by The News. Intensive coverage of every section of the city, reaching practically every family in the city, regardless of income, buying power, social status or the character of the residential district in which they live.

This is the way to merchandise a city. No one knows where the dividing line of income or buying power begins to operate for or against a product. A consumer of low income and extravagant tastes is a better prospect for merchandise than one of high buying power who has not the buying urge, the appetite for merchandise. A news-

paper's circulation should be inclusive, universal. Luxury products are found in homes where one is surprised to find them. Necessities must go alike to all homes.

The districts to the north of the center of the city are, generally speaking, better class residential sections. Those to the south and west are essentially industrial neighborhoods. Yet in all districts The Indianapolis News, home-delivered by regular carrier, reaches nearly every family—leaving only that negligible percentage where sales possibilities are low as indicated by the very fact that The News is not regularly delivered.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

a way as to colorably infringe the registered trade-mark, to-wit, the use of the term 'Rich's' or any colorable imitation thereof as a label for the goods. The defendant's intention, good or bad, is a matter of no importance, and the sole injury is whether or not the use which he makes of his own name is an invasion of the protection granted to the plaintiff in the use of the term in its secondary meaning to designate the plaintiff's goods."

The decision then emphasizes the fact that infringement may be easily avoided by the adoption of distinctive trade-marks and the use of the name merely as a designation of the merchant and not as a designation of the merchandise, and notes that in other ways the goods may be unmistakably differentiated.

While the decision recognized a man's right to use his own name as a personal designation, it held that it was the duty of the defendant to avoid any confusion resulting from such use, and found that serious confusion had resulted in the case. With regard to the color of the packages, the court found such a difference as not to warrant the charge that the defendant had deliberately dressed the goods to stimulate the plaintiff's label.

The decision then cites several cases, and states that the distinction between the use of the name to designate the person whose name it is and its use to label a product is clearly recognized in *Henderson v. Peter Henderson & Company*, the case previously mentioned in this article. In regard to this case, the decision comments on the fact that the courts enjoined the defendant from using his last name to designate his business, unless preceded by his full name or the abbreviation "Alex," and from using the word "Henderson" in any form as wholly or in part the name of any of his seeds. Then the decision quotes the citation as follows:

"Appellee's lawful registry gives it the sole right to the employment of 'Henderson' as a name for its seed product, and, where lawful

right to label a product with the registered name has been secured, the same word should not be employed in any name for another's like product where, in reason, this can be avoided."

The same distinction is emphasized by the citing of another case, and by this statement: "The statute having granted to the plaintiff the exclusive right to use the term 'Rich's' as a label for the designation of its products, colorable infringement has, I think, been clearly shown, and should be enjoined unless the plaintiff's hands are unclean." Then, after finding that the plaintiff was in good standing, the decision grants the injunction.

Dearborn Agency Appoints

H. D. Leopold Vice-President

H. Donaldson Leopold has been appointed vice-president of the Dearborn Advertising Agency, Chicago. In recent years he has served as advertising manager of the Brunswick-Balke-Collender Company and as advertising and sales promotion manager of the following combined companies: Carryola Company of America, Prime Manufacturing Company, and National Manufacturing Company.

Made Vice-Presidents of

Libby, McNeil & Libby

William A. Gellerson, manager of the California fruit division, and Roy L. James, general sales manager, have been appointed vice-presidents of Libby, McNeil & Libby, Chicago, Libby food products. Mr. Gellerson has been with this organization over twenty-seven years. Mr. James was formerly in charge of the canned meat department.

J. J. Ruch, Advertising Manager, Coffield Washer

James J. Ruch has been appointed advertising manager of The Coffield Washer Company, Dayton, Ohio, manufacturer of electric washers and ironers. He was recently with the Modern Appliance Company, Kansas City, Mo. At one time he was sales and advertising manager of the Electric Appliance Company, Pittsburgh.

Eagle Pencil Account for Albert Frank Agency

The Eagle Pencil Company, manufacturer of Mikado pencils, has appointed Albert Frank & Company, New York advertising agency, to direct its advertising account. Magazines and business papers will be used in a campaign, which will start in April.

An Achievement

THE Chicago Evening American now has the second largest evening paper circulation in all America.

It occupies the position held so long by the Philadelphia Bulletin and is led only by W. R. Hearst's New York Evening Journal.

The Philadelphia Bulletin is eighty years old; the Chicago Evening American is not yet twenty-seven years old.

Here is an achievement almost without parallel in the history of journalism.

CHICAGO AMERICAN

A good newspaper

No. 13 in a Series

The Key to Boston Combinations

YOU can "tumble the lock" on Boston newspaper combinations if you make up "optional" combinations of

—first evening paper and first morning paper or

—first evening paper and second morning paper

for fair comparison with "compulsory" combinations of third evening plus fourth morning—or second evening plus third morning.

Here they are:

Combination	Circulation	Milline
1st combination (optional) American & Post	655,300	1.68
2nd combination (optional) American & Advertiser	415,584	1.68
3rd combination (compulsory) Globe, Eve. & Morn.	273,240	1.83
4th combination (compulsory) Traveler & Herald	250,998	1.99

Boston American Boston Advertiser

IF you are seeking VOLUME sales in New England

—does your choice of a Boston Sunday paper agree with the pronounced preference of 490,588 New Englanders for the Big Sunday Advertiser?

151,000 more families—45 % more families than buy the second largest Boston Sunday paper.

168,000, or 52 % more families than buy the third Sunday paper.

The Big Sunday Advertiser is regularly read by 367,000 more families than read the fourth Boston Sunday paper.

Why not follow the trend of public opinion?

<i>Paper</i>	<i>Circulation</i>	<i>Milline</i>
Sunday Advertiser	490,588	1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

Boston
Sunday Advertiser

"When grandmother was a girl"

IN the current issue of *Printed Salesmanship* there is a remarkable story of the development of the child-appeal note in advertising.

"In this generation," the author points out, "the youngster of 10 knows as much of life as did the child of 15 or 18 when grandmother was a girl."

It happens that much of the literature referred to in this article was designed by a special department of our organization. This department was created a year or so ago because of the growing importance of selling efforts directed ostensibly to the child reader.

Don't fail to read this story in *Printed Salesmanship*; it begins on page 515 of the February issue. Then ask us to show you samples of how some of the other advertisers are reaching out for "tomorrow's market."

CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

A Writer of Pep Letters Tries His Hand at Selling

He Finds That Pounding Pavements Is Hard Labor and Plenty of It

By Humphrey D. Howell

FOR several years I have written inspirational booklets and pep letters designed to help the discouraged salesman. Perhaps too close proximity to my stuff has made me cynical of its value. I have built up an adobe wall of smug sophistication around the thought that a good salesman will sell and a poor one will not. I have written my go-getter messages because of the money they brought, not because I believed in them.

But now I have had a lesson in psychology and my adobe wall has been thoroughly punctured. From now on, my pep letters and inspirational booklets will ring with a truer sincerity for I have had the actual field experience which all office writers should have.

"Go out and get a fist full of orders," were my instructions. "You have been telling others how to do it, so it should be easy for you."

Don't be afraid of the man behind the door, he won't bite you; he won't kick you out; he won't call the police. Go after him with your best canvass. He is pretty much like you and me; a human sort of fellow, open to reasonable persuasion, *waiting to be sold!*

Sounds easy, does it not? All the salesman has to do is get past the door and sell the amiable executive who sits there waiting, eager to be convinced.

Fine; but let us see what happened my first day. I approached the XYZ Company with a light heart, all set for my canvass. A curly-haired office boy met me at the rail. His turned-up nose seemed to retreat even more as he read my card.

"Boss is busy," he told me with a preoccupied air. "Sit down."

The bench was hard. I never realized that before. There was another man waiting and he twirled his thumbs in a most annoying

manner to the accompaniment of a nasal tune that vaguely resembled "When You and I Were Young, Maggie." Now and then he twisted his skinny neck to look me over. Finally he said:

"Nice day, ain't it?" And answered himself: "Sure is." Then: "What you selling?" I told him. He put a hand up to guard his message: "You're wasting time. This guy will holler murder when he knows what you want." He resumed his humming and thumb twirling.

The room seemed very close. My head ached a bit and the leering office boy took on unusual, bizarre proportions. The entrance marked "Private" began to look like a monster fire door with green devils setting flame to a writhing figure that resembled me! I shook myself awake. Time dragged on and again I wavered and the devils reappeared.

An hour went by, an hour wasted, a blank page in my order book. How often had I written caustic criticism of those blank pages! I wondered what the folks back in the office would think of that fruitless hour. Should I go out and try elsewhere, or sit tight? I recalled letters to the field in which I urged tenacity as a prime virtue. Still the time dragged and when the boy finally called my name I came up like a punch drunk fighter.

Somehow my prospect appeared different from what I had pictured him in my booklets. He was small, with a bald head and bushy brows that gave him the grotesque appearance of a ground squirrel blinking at the sun. He neither smiled nor scowled. He just looked at me blankly, one hand fingering a letter he obviously wanted to read.

"Well?" That was all he said, but how it chilled my enthusiasm. If he had said "Sit down!" or "Get

out!" or "I'm not interested in buying anything," it would have been different; I would have had the proper comeback; but that challenging "Well?" was like a cup of cold water tossed down my neck.

I sat down beside his desk and he immediately arose. Another shock. I stood up, too, but started to spread out before him material I desired him to examine. He still looked at me blankly, a cold, indifferent stare. The words of one of my letters swam before my eyes:

Put something in your prospect's hands. That will hold his attention.

I endeavored to hand him one of my leaflets, meantime starting my well rehearsed canvass. He took the leaflet and dropped it listlessly on the desk. I talked. Oh, how I did talk for five minutes! A bit of warmth was creeping up my spine. Bent on the kill—that was it—canvassing for results. But suddenly he interrupted me.

"That's enough. Your proposition sounds interesting, but I am not buying anything just now. Come around again some time."

He touched a button to call for the next visitor, who entered before my fumbling fingers could get together the papers and replace them in my brief case. The boy held the door open. He was still leering. The skinny neck man with the twirling fingers still waited.

"Told you," he chuckled. "I've been coming here every day for a week, trying to get a second crack at that bird because the boss writes a lot of damfool letters telling me to keep at it. I only wish he had to sit on this bench for one hour. Maybe he would understand what I'm up against."

So out I went, not beaten, of course, but certainly punished. The second paragraph of one of my recent pamphlets came to mind:

Swim out of one prospect's door into another. If your man is out or busy, go back again. If he turns you down, be sure to go back!

I consulted my list of calls. The

next one was quite a distance away. I walked it and reached the office somewhat warm and uncomfortable. The prospect was out of town. Another long walk and I found my man had just started dictation. An hour's wait and he saw me for five minutes, listened attentively until he found out what I was selling, then quickly and firmly propelled me out.

I made three more calls with no chance of even giving my prized canvass. No one was willing to listen all the way through. I began to think of my list as "suspects" rather than prospects. I wondered what stupid made up the list. I began to think up indignant sentences to explode on the sales manager upon my return to the office. Did he think we were peddling fish at back doors? Fewer calls and better ones—that would be the slogan if I could have my way.

It was about four o'clock when I reached the last name on my list. I was dead tired. My feet burned. It had started to rain. Nothing but disappointment all day, not a single order to gloat over, to buoy my fallen spirits. How wofully farcical had been my interpretation of this down-and-out feeling from behind my desk in the office. How superficially flamboyant had been my words of counsel to men who had worked hard all day without a single success; how asinine seemed such trite inspirational messages as "Don't give up! There's a big order just around the corner."

In this case, the hypothetical order was atop a mountain. Reluctantly, I hired a Ford and its owner to take me to the prospect. We approached the hill at full speed, slowed down as the incline rose, dropped into low and then stopped. After a brief examination of his radiator, the driver said he needed water and so we coasted down to give the noisy camel a drink. Then up again, until near the top, when our steed refused to go on.

"No use," the owner explained. "Liz can't do it."

"There is no such word as 'can't,'" I returned glibly, sub-

Here's the story of the *real* Boston

In considering population figures of cities the outside surrounding territory is in many cases of increasing importance. Take the cases of Chicago and Boston, for example. The city of Chicago has 2,701,705 population and the city of Boston only 748,060. But the actual retail metropolitan territory of these cities contains in Chicago 3,500,000 population and in Boston 2,574,115.

The ADVERTISERS' WEEKLY has investigated over one hundred of the key cities of the United States and finds that some markets are generally over-estimated for purchasing power while others, like Boston, are not known for what they really are.

Reprinted from the Advertisers' Weekly of November 27

In an article entitled, "Wide Differences Among Our Big Markets," the Advertisers' Weekly proves our contention that the *real* Boston is *not* census Boston, but rather the vast two and a half million trading territory population. And only the Herald-Traveler will give adequate coverage of the more important of the two groups of this population.

BOSTON HERALD-TRAVELER

Advertising Representative:
Geo. A. McDavitt Co.,
250 Park Avenue, New York
914 Peoples Gas Building, Chicago



For six years the Herald-Traveler has been first among Boston daily newspapers in national advertising, including all financial advertising.

consciously quoting from my own letters. And then I laughed at my foolish philosophy. To my surprise, however, the car owner took me seriously. He turned the Ford around and started up in reverse, explaining that sometimes he could make the hills that way. Slowly, noisily, we reached the summit and backed in front of the cottage of the man I sought. He was standing at his door, a batch of papers in his hand. Only a polite nature kept his broad grin from becoming a guffaw.

I got out and told him my mission. He invited me to sit down on the porch. He listened patiently to my canvass. "Jove!" he exclaimed, "any man that goes to all the trouble you did, deserves an order." And he gave it to me; a big one; enough to compensate for all the blank pages in my order book. As I was leaving he asked me to wait a minute and went inside to return presently with a booklet I recognized immediately as one of my own. He opened to a marked page and handed it to me.

"A fellow like you won't need this," he chuckled; "but read it anyway. It's good stuff, when you believe it!"

When everything and everyone seems to be against you, then is the time to fight your hardest. Throw back your shoulders, hold up your head, and say: "There is no such word as can't!" Get the order—that's the big thing—the order!

C. F. Pietsch with The John H. Dunham Company

C. F. Pietsch, recently with the H. W. Kastor & Sons Advertising Company, Chicago, has joined The John H. Dunham Company, advertising agency of that city, as an account executive.

L. O. Wilson Joins Aubrey & Moore Agency

Lawrence O. Wilson has resigned as treasurer of the Ferry-Hanly Advertising Company, Inc., Kansas City, and has joined Aubrey & Moore, Inc., Chicago advertising agency.

Lehn & Fink Report Net Profit

The Lehn & Fink Products Company, and subsidiaries, Pebecco tooth-paste, Hind's Honey & Almond Cream, Lysol, etc., reports a net profit for the year ended December 31, 1926, after charges and Federal taxes, of \$1,400,606

C. K. Woodbridge Elected by Electric Refrigeration Corp.

C. K. Woodbridge has been elected executive vice-president, general manager, and a member of the board of directors of the executive committee of the Electric Refrigeration Corporation, Detroit, manufacturer of Kelvinator, Nizer and Leonard refrigerators. For the last four years he has been president of the Dictaphone Corporation, New York. Previous to that time he had been sales manager and head of the Dictaphone organization when it was part of the Columbia Graphophone Company.

In 1918, Mr. Woodbridge resigned as general sales manager of Kellogg Products, Buffalo, N. Y., to join the Dictaphone company. He will continue as president of the International Advertising Association, a position he has held for two years.

Leon C. Stowell, vice-president in charge of sales and secretary of the Dictaphone organization, succeeds Mr. Woodbridge as president. Mr. Stowell has been associated with the latter for thirteen years.

New Account for Wilson & Bristol

The Harris Laboratories, Tuckahoe, N. Y., maker of Harris cod-liver oil, brewers' yeast, etc., has appointed Wilson & Bristol, New York, advertising, to direct its advertising account. Farm papers, poultry journals and business papers are being used.

T. L. Stavrum with Allied Newspapers, Inc.

T. L. Stavrum, formerly with the Illinois Bell Telephone Company, Chicago, has joined the Chicago office of Allied Newspapers, Inc., publishers' representative, where he has organized a statistical department.

J. W. Goldstein, Vice-President, John Ring, Jr., Agency

J. Walter Goldstein, of the John Ring, Jr., Advertising Company, St. Louis, has become a vice-president of that agency. He has been with the Ring organization for the last four years.

Phoenix Hosiery Reports Net Income

The Phoenix Hosiery Company, Milwaukee, hosiery, for the year ended December 31, 1926, shows net income of \$1,646,424, after charges and Federal taxes against \$1,558,742 in 1925.

Archer A. King Adds to Staff

Frank J. O'Leary and George Mulligan have joined the staff of the Chicago office of Archer A. King, Inc., publishers' representative.

Circulation Gains!

ON January 3rd, THE WORLD returned to its former price of 2 cents per copy in Greater New York. The response was immediate, as indicated by the following figures for the last five weeks for which net circulations are available, as compared with corresponding week a year ago:

Weekday Mornings

		Circulation	Gain
Week of January	22	320,821	34,074
" " "	29	372,486	36,551
" " February	5	320,617	37,883
" " "	12	320,330	35,754
" " "	19	322,102	41,077

Increases were shown also in THE SUNDAY WORLD and THE EVENING WORLD, as follows:

THE SUNDAY WORLD

		Circulation	Gain
Week of January	23	597,662	3,913
" " "	30	605,627	9,124
" " February	6	607,091	11,632
" " "	13	610,961	16,946
" " "	20	606,505	11,141

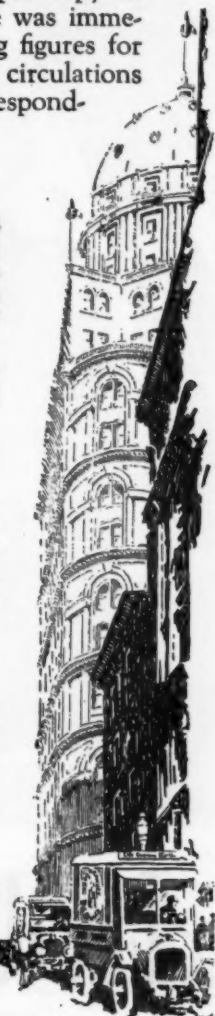
THE EVENING WORLD

Week of January	22	304,930	14,183
" " "	29	307,137	19,660
" " February	5	312,224	22,339
" " "	12	295,823	7,909
" (Lincoln's Birthday)			
" February	19	308,185	10,902

The World
NEW YORK

Pulitzer Building
New York

Tribune Tower
Chicago





The HOUSEHOLD

"THE MAGAZINE"

*A practical home for
practical home tests*

The HOUSEHOLD SEARCHLIGHT

is a model Main Street home, owned by The HOUSEHOLD MAGAZINE and operated as a laboratory for testing household appliances, methods and materials. Under characteristic small towns conditions, Mrs. Harriet W. Allard, domestic science expert and a group of able assistants conduct experiments and tests for the benefit of 1,650,000 Main Street homes. All editorial material pertaining to the home passes through the Searchlight on its way to the pages of The HOUSEHOLD MAGAZINE. This procedure insures *practicability*—a particularly important feature of the home service policy of The HOUSEHOLD MAGAZINE.

CHICAGO: 608 South Dearborn Street
NEW YORK: 120 West Forty-Second Street
SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER
Publisher

D. M. NOYES
Advertising Manager

MAGAZINE

OF MAIN STREET"

the age of
the *Sunday* Detroit
Times is a
soupcon over five
years *and* in
that short while
it has *passed*
one Sunday paper
here and is within
circulation kissing
distance of the other
but we'd advise
using *two* Sundays
in Detroit to get
best *results*

Macy's Starts a Departmental-Institutional Newspaper Series

Full Pages Are Being Used, Each One Featuring Some One Department of the Store

WHAT is considered a progressive step in department store institutional advertising has just been taken by R. H. Macy & Company, of New York. This departure from usual retail store practice consists in presenting the institutional appeal to the consuming public by featuring a single outstanding department of the store in a series of separate advertisements.

The campaign, which began early in February and which is running approximately three times a week in several morning and afternoon newspapers, comprises full pages, the purpose of which is to impress upon customers and prospects that Macy's is constantly building, department by department, for the future.

According to Kenneth Collins, advertising manager of the company. The campaign has two phases. The first was a preliminary effort to present the institutional appeal by telling, along conventional lines, of the ways in which the store stands out as a whole. The second phase of presenting the institutional appeal is by spotlighting prominent departments, one at a time.

A glance over consecutive advertisements of the campaign will show how each phase has been handled.

Full pages of the campaign were preceded by one-quarter-page advertisements which told of one out-

standing characteristic of the store—its cash policy. This piece, appearing on the first day of February, read:

No One Is In Debt To Macy's!
Today is "bill-day."
Today the "please remits" and the "past dues" crowd the doorstep of every

No one is in debt
to Macy's

Every month Macy's sends out many thousand "statements"... not BILLS!

They are statements of the amount of money each customer has deposited in our Deposit Account.

On the first of the month, when you are being remembered with "please remits," all you receive from Macy's is a cheerful little statement of what you owe—not what you owe.

That's no other good newspaper to satisfy you.

—at us, at least, but the D. A. customers who have never so kindly deferred on deposit, ready when they need cash to exchange for dependable merchandise.

Just drop into our Deposit Account Dept. on the second floor. It's like a little bank; it is in fact a bank operated under store laws. Deposit a dollar now. Then buy again when you will.

That money is working for you 24 hours a day. When you're not using it, it's earning 4 per cent interest.

You'll be surprised to see how much further your dollar goes here to buy and buy to save.

MACY'S
BROADWAY AND THIRTY-FOURTH STREET

ONE OF THE PRELIMINARY INSTITUTIONAL ADVERTISEMENTS FEATURING THE MACY CASH TERMS

family that hasn't yet learned how to resist the sweet temptation to "charge it."

But from Macy's no one will receive a dun. For Macy's policy is to sell for cash only.

This set the idea for the general institutional phase—thrift, and cash payments versus instalment buying.

The first full page carried out this theme along usual lines, except that layout and copy were

prepared with unusual care. In the upper right corner two men were talking. In a ruled box was the headline: "The Vice-President says, (*confidentially*)."

The copy gave the conversation of the executive with a friend considering moving into the vice-president's neighborhood, the executive advising his friend against the move because of the forty-two houses along the block, in thirty-one "this month's salary is paying store bills anywhere from two to eight months old."

These people, he said, were so busy "keeping up" with each other that they never got "caught up."

The second advertisement featured a picture of Benjamin Franklin, and a phrase of this famous American, "The first vice is running in debt," started the copy. As in the initial page on thrift, "No one is in debt to Macy's" concluded the message.

Following this were such pages as "Nobody has ever caught up with the Joneses," "Every month Macy's sends out many thousand 'statements' . . . not bills!" and "Is installment selling a convenience or a menace?"

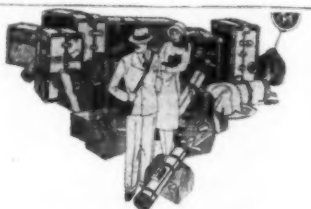
When this fundamental institutional appeal had been made, the store entered the second phase of the campaign, turning to its unique plan of telling the public about the entire store by putting leading departments into the limelight one by one. The grocery section came first.

"Fancy such Fancy groceries at such un-Fancy prices!" was the caption above two solemn butlers who bore loaded trays. Copy took a humorous flair, a single paragraph summing up this entire section of the store before the individual features of the department

were touched on:

It is not enough, in this day of eat-and-run, when every child is scolded to "eat-what's-set-before-you," merely to say that Macy's has many and fancy groceries at extraordinary cash savings. The very foundations of discriminating appetite are at stake. Unless we speak out, what is to become of the Noble Art of Grazing anyhow?

Coffee, boiled ham, figs, glazed



LUGGAGE

you're proud to travel with

You may like to grade the globe with more baggage than a touring spirit—yet you may have the Company with a magnificent assortment of suitcases, valises, trunks, and baggage—each and every one well-made, strong, and reliable.

Looking well—yes. Looking well in your wardrobe is a matter of the highest importance.

Get the best for your wardrobe. Get the best for your wardrobe. Get the best for your wardrobe.

MACY'S
RETAIL AND TRUNK GOODS STORE

LUGGAGE

for EXPERIENCED TRAVELERS

A FULL NEWSPAPER PAGE IS BEING USED TO SPOTLIGHT EACH DEPARTMENT

fruit, sardines, grapefruit, peaches, pears, tea, biscuits and cheese all came in for a well-worded paragraph. The ones on biscuits and cheese will illustrate how succinctly the grocery department's merchandise was handled in this humorous vein:

Biscuits, English, and French . . . and the best of each and all. We have an unusually imaginative and searching Biscuiteer. He even got Macy's the famous LuLu Biscuit!

. . . did we say Biscuiteer? You should see our Cheeser! It is no boast that we have an imposing collection of cheeses. Cheeses from the frail and innocuous dairy cream to the most outspoken Stilton, death at forty paces.



The Mark of Quality

¶ There is a marked affinity between the best journalism and The Associated Press, a mutual character which reflects the same high standard maintained by the best newspapers and the "A-P." The New York Times and The Chicago Tribune are Associated Press morning newspapers. The Times-Picayune is New Orleans' and the South's great Associated Press morning newspaper.

¶ Its standards and ethics are those of the country's dominant newspapers which have, through their "A-P" membership, battled successfully to make The Associated Press the world's premier and reliable news-gathering association.

¶ Verity of news is measured by the "A-P" by-line just as the verity of silver by "sterling." Readers of Associated Press newspapers have learned their perfect security against misinformation and deliberate distortion by commercially-guided propagandists. A Democratic member, a Republican member, an Independent member, and anti-this or a pro-that member are furnished the same "A-P" news.

¶ In New Orleans "The Times-Picayune" is the mark of quality by which readers and advertisers are guided in their patronage. They know that the Associated Press dispatches are an important part of its news columns, and that The Times-Picayune's membership in that organization will never be surrendered because of reluctance to meet and maintain "A-P" standard.

The Times-Picayune

In New Orleans

Representatives: Cone, Rothenburg and Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Cheeses pink and pompous from Holland, cheeses for wealthy clubmen and querulous invalids, cheeses from the chamois-zone and the contented cow. In short, cheeses.

All of which ends with the light touch:

Thanks no . . . I couldn't eat another thing.

"Such advertisements as these," says Mr. Collins, "are not intended to bring returns the next day. We are not looking for such a result. Instead we are seeking general prestige, trying to promote the store as an institution of the future. We believe that this method of spotlighting individual, successful departments will reflect on the entire store."

New Accounts for Bayless-Kerr Agency

The Cleveland Tent Company, tents, and the Murray-Ohio Manufacturing Company, juvenile automobiles and toys, both of Cleveland, have appointed The Bayless-Kerr Company, Cleveland advertising agency, to direct their advertising accounts. Magazines will be used in the advertising of the former account and newspapers and business papers in the advertising of the latter.

The Franklin Railway Oil Company, Franklin, Pa., railroad lubricants, has also appointed this agency to direct its account. Railway trade journals will be used.

Philip Salisbury, Inc., Organized at New York

Philip Salisbury, Inc., is the name of a new magazine publishers' representative business formed at New York. Philip S. Salisbury is president, Merrill V. Reed, vice-president, and L. J. Salisbury, secretary.

This organization will represent the *Independent Woman*.

Cheese Account to McKim Agency

A. McKim, Ltd., Montreal advertising agency, has been appointed to direct the advertising account of the Kraft-MacLaren Cheese Company Ltd., of that city.

R. F. Irvin with F. W. Bond Company

Roy F. Irvin, formerly sales promotion manager of the C. C. Cargill Company, Grand Rapids, Mich., has joined the F. W. Bond Company, Chicago advertising, as an account executive.

American Legion Poster Contest for 1928 Opens

The contest for the poster design to be used by the American Legion during 1928, was opened on March 1. It will continue until August 15, and will be conducted by the National Poster Art Alliance, New York and Voiture 220, La Societe des 40 Hommes et 8 Chevaux, of the American Legion, Chicago. According to the announcement of Voiture 220, posters submitted in the competition should "depict the high place which the American Legion occupies in the life of the community and of the nation."

The jury of award for the contest will include Charles Dana Gibson, Norman Rockwell, Jon O. Brubaker, artists, and Kerwin H. Fulton, chairman of the board of the Outdoor Advertising Association of America.

Salt Lake City Plans New Campaign for 1927

The Chamber of Commerce of Salt Lake City, Utah, will continue advertising that city during the current year, to tourists and industries. According to present plans about \$25,000 will be expended in newspaper and magazine space and \$8,000 for booklets.

Business magazines will be used to tell of the commercial advantages of the city and State. Newspaper advertising, directed at tourists, will be used in sections which gave the greatest amount of travel business to Utah in 1926.

The Salt Lake City office of the L. S. Gillham Company, Inc., advertising agency, will direct the 1927 campaign.

New Account for St. Louis Agency

The Cake Cone Company, St. Louis, manufacturer of Crispo cake cones and Rainbow sandwich wafers, has appointed the John Ring, Jr., Advertising Company, of that city, to direct its advertising account. Newspapers and business papers will be used.

Dodge Brothers Report Larger Sales

The net sales of Dodge Brothers, Inc., in 1926 amounted to \$252,997,484, against \$216,841,368 in 1925. Profits for 1926, after depreciation but before interest and taxes, were \$27,793,673, against \$28,698,846 in 1925.

Radio Account for Hurja-Johnson-Huwen

The Continental Corporation, Chicago, manufacturer of radio tubes, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct its advertising account. Radio publications will be used.

How Do You Figure Circulation Selling-Power

?

"I enjoy Success Magazine very much—read by three generations and both sexes. What more could I say?"

Contents, times circulation, times the number of readers per copy, plus the variety and interest of the contents of the magazine,—that gives circulation its selling-power.

[*Eighty-seven years young—read J. George Frederick's story, "Baker, the Last of the Wall Street Titans," in the March issue.*]

SUCCESS MAGAZINE

GRAYBAR BUILDING, NEW YORK CITY

Speaking of S

In this day and age when "specialization" has become almost a national religion—

Consider the Sun Carrier!

He's a specialist of specialists, a man who confines his activities to a single purpose—delivering the Sunpapers to the homes of Baltimore, Morning, Evening, and Sunday.

The Sun Carrier is a hustling business man — proprietor of a route which earns an annual income which is not subject to violent fluctuations. For in Baltimore, the Sunpapers grow with the city. The circulation

of Specialists--

Increases as naturally, as steadily, as
regularly as the population.

A healthy growth, year after year! A
growth which is materially aided by
the efforts of these Sun Carriers—the
men who do so much to make Sun-
papers the home papers of Baltimore.

Average Net Paid Circulation for Month
of January, 1927

Daily (M & E) 252,137

Sunday - - - 194,897

Gain of 7,117 Daily and 7,918 Sunday
Over January, 1926

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD,
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

C. GEORGE KROGNES, First National Bank Bldg., San Francisco

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"**

THE Dairy Farmer

"The National Dairy Farm Magazine"

appearing as a
monthly with the
March issue, carries
more advertising
lineage than the
TWO semi-monthly
issues of March, 1926.

*(More and more advertisers interested in reaching the better farm
field are appreciating this fact—that any well-rounded campaign
directed to the American farm must include The Dairy Farmer.
It reaches the best class farms—the dairy farms—nationally.)*

The Retailer—Guardian of Our Present Prosperity

It Is Up to the Retailer to Guide the Consumer's Purchases along Sane Lines

By O. H. Cheney

Vice-President, American Exchange-Irving Trust Company, New York

BEING a banker—and therefore inquisitive—I always look a gift horse in the mouth. The old proverb doesn't say what happens to you if you do that, so I don't know what is going to happen to me because I have been trying to find out where our prosperity has come from. Most of us Americans have taken the proverb too seriously and we have felt that our present prosperity is a splendid gift horse. We haven't looked into its mouth—we have jumped into the seat and settled ourselves comfortably and trotted gaily along. Where is this gift horse, prosperity, taking us? I don't know. Maybe it is taking us for a long ride. Maybe it will soon be time for us to say as the young folks say, "Thanks for the buggy ride."

But where did this prosperity come from—and what has the retailer to do with it? Of course, I need not waste any time defining what prosperity is. Prosperity, as you know, is what is given us by the party in power in Washington at the time—if we don't get it, it is because of the other party. I have been compiling a list of the causes of prosperity—that is, the real reasons given in public utterances as to why we are now enjoying the buggy ride.

Prosperity, we are told, is due to the war, the peace, President Coolidge, prohibition, bootlegging, the automobile industry, the Federal Reserve System, electric power, union labor, mergers, anti-trust laws, advertising, production efficiency, the Florida boom, the boll weevil, the League of Nations, a little group of wilful Senators,

hand-to-mouth buying, instalment selling, Henry Ford, international bankers, high tariffs and low tariffs. There are dozens more. Any clever economist in good amateur standing can add to the list, and so can any politician in good professional standing—and they all do.

How long is it going to last, this extended honeymoon of Uncle Sam and prosperity? The answers seem to be equally diverse and contradictory. We are told that the business cycle has stopped working. We are told that it can never stop working and is eternal. It has been demonstrated beyond the shadow of a doubt that there will never be any more depressions. Also that there will be a depression in 1927 and 1928—not to forget 1926 and 1925. We are told that American prosperity has reached the highest level in history and also that we are really not so prosperous because—well, look at the farmers and the textile industry. We have been warned that our prosperity will end when short-term interest rates increase, when the real estate boom stops, when instalment selling goes too far, when the automobile industry reaches the saturation point. We have been assured that prosperity will continue as long as we continue to elect Republicans and that it cannot possibly continue unless we elect Democrats.

And since we all want prosperity to continue, I suppose that the safest thing to do is to agree with everybody.

Yet somehow, my perverse and suspicious nature doesn't allow me to believe everything uttered by the prophets of prosperity. I am suspicious of anyone who declares that this one particular thing or

Portion of a talk delivered at the recent convention in New York of the National Retail Dry Goods Association.

that is the cause of prosperity. I am always suspicious when economics becomes so simple that a child can understand and operate it. To the simple all things are simple. In spite of all the contradictions I think it would be more accurate to say that all the things mentioned as causes of prosperity are really the causes rather than that any one of them is the cause. Our economic life is the most intricate in history and is getting more so every day. Our prosperity is due to more factors than any previous prosperity in this or any other country. In fact, it is often true that out of a clash of opposing forces and tendencies we may get factors which make for prosperity.

Individuals can engineer booms at favorable times but they cannot maintain sound prosperity for any length of time by their efforts alone. Sinister or accidental forces may bring about depression but depression cannot continue long in a country of such vast resources and such unprecedented human energy. If we all took a month's vacation at the same time we would all go to the poor house even if there were ten President Coolidges in the White House.

Prosperity is not the final reward of virtue—it is a period of victory in a war which never ceases.

Prosperity is only a means to an end—it is not an end in itself. King Midas would have had an A-1 rating from Dun and Bradstreet. His assets were all in gold—everything he touched turned to gold. At the present time we come as near to being a whole nation of King Midases as there has ever been in history. One reason why we are so prosperous is that we have over here about a half of the world's whole gold supply. But we cannot eat gold any more than King Midas could.

We are forgetting that it isn't national prosperity in itself which means anything—but what we do with it. And it is because we are forgetting that principle that we have some of the economic problems which confront us today

Why do we have what is known as the farm problem? Because we do not know what to do with our prosperity—not even how to distribute it. Why do we have a labor problem? Because we do not know how to distribute our prosperity. Why do we have the problems of individual industries—the textile industry and the shoe industry, for example? Because we do not yet know how to balance prosperity between industries so that all industries may have prosperity which deserve it—because they serve.

What are we doing with our prosperity? Are we using it wisely? Are all the people and all the industries of this country getting all they should out of our national prosperity? Are we conserving it for the future? Are we planning our affairs wisely so that we may keep it with us as long as possible?

In our answer to these questions the retailers of America must have a dominating voice. Prosperity is a challenge and without the retailers we cannot meet it. The retailers' position is very near the hub of the wheel, the turning of which we call prosperity.

Through the retailer must flow a large proportion of the prosperity, because prosperity is really buying power in action. The retailer, because of his position, is able, consciously or unconsciously, to determine to what degree buying power can be active. He can, if he wants to determine through what channels buying power is to flow—he can guide prosperity. He can help us make the right use of it.

What can the retailer do about this prosperity and this buying power? The retailer cannot be simply a toll collector on the bridge between producer and consumer. He has vital duties to perform—he has heavy obligations.

In the first place he must do nothing to hinder the flow of prosperity, the turnover of buying power.

Some department store executives have discovered that costs have increased—that the ratio of



Highest

The Florida Times-Union
JACKSONVILLE, FLA.

has reached the highest
peak in its history, offer-
ing *complete* coverage of
Jacksonville, and ex-
ceptional reach throughout
Florida, with

55,000 Daily

75,000 Sunday

operating costs to gross sales has increased. And analyzing these costs they have discovered that there can be too much of a good thing like hand-to-mouth buying. They have found that too strict control of buying budgets not only handicaps the buyers but it actually increases buying costs, it increases receiving-room costs, it increases freight and express charges and, by cutting down assortments it loses sales. And, in the long run, when it is carried to extremes, it is bound to increase production costs of the manufacturer.

In so far as hand-to-mouth buying is orderly, continuous, stabilized and sensible buying it undoubtedly reduces both manufacturing and distribution costs. When it is well-planned and carried out in a co-operative spirit between producer and distributor then it speeds turnover, reduces inventories, reduces carrying charges and reduces losses on unsalable items.

But is it the retailer's duty to stimulate the flow of prosperity by high-pressure merchandising? Shall he use hot-house selling methods or cold-storage selling methods? Shall he succumb to what is called the craze for volume? A blind frenzy for volume is undoubtedly dangerous—not only to the individual store but also to the well-being of the country.

And yet it is the duty of the retailer to stimulate volume—reasonably. Prosperity, as I have said, is buying power in action. Increased consumption means increased production and increased production means increased buying power. Well-distributed increased buying power means well-distributed increased standards of living. Economists have recently been discovering that the buying power of the worker is the secret of prosperity. I agree that it is one secret. Cannot we just as well say that one secret of prosperity is the buying power of the retailer? For does not the buying power of the consumer and worker express itself in the buying power of the retailer?

Fashion and taste determine what people buy, you answer.

Where do fashion and taste come from? Who decides that for five years ostrich feathers shall be considered fit only to go with leg-o'-mutton sleeves and that now they should be in the best of taste not only for hats and fans but also for handbags, gloves and parasols? Who decides that mission furniture should go from the living-room up to the attic and that Colonial furniture should come down from the attic to the living-room?

I am very much afraid that the women's wear industries, for example, have worshiped at the shrine of Paris too long. In carrying out their elaborate ritual of importing Paris styles, including the numerous pilgrimages every year, the manufacturers and merchants have in the last few years been blinding themselves to the truth. Less and less each year does Paris determine what the women of America shall wear. The days are nearly over when the middle-aged French woman of the aristocracy determines what the young women of America have to wear. Without our realizing it, the trend of style has been reversed. The men's clothing manufacturers are beginning to sense this—they are sending scouts to the American colleges, as well as to the London clubhouses, to find out what the Wall Street broker will wear. And this in spite of the Prince of Wales. Some day in the near future, American women's garment manufacturers will begin sending scouts to the girls' colleges and even high schools to find out what the women at Monte Carlo will be wearing next year.

What is the buying power of the people? Is it not, to a large extent, the buying power of the retailers? Is it not the buying power of the consumer guided by the sense of the retailer? If the retailer does not guide sanely, this buying power will be misdirected and wasted. Sane buying for the sake of the proper balance of prosperity between industries is the vital contribution which the retailer can make to the solution of the economic problems of today.

More than 75 National Advertisers

used The New York Times Rotogravure Picture Section in 1926

to give to their magazine copy the unequalled concentration of high quality readers in the New York market obtainable only through The Times.

The Rotogravure Picture Section, with a total circulation of over 650,000 copies, goes into 400,000 homes in the New York metropolitan district.

The Times unrivaled reproduction of Rotogravure gives advertisements a beauty and fidelity of tone not to be matched in any other newspaper.

In The Times, advertisements beget sales-response and confidence—confer prestige—and are profitable.

A lower rotogravure milline rate is obtainable in The Times than in any other newspaper of high quality circulation in the New York market.

The Times published a larger volume of rotogravure advertising in 1926 than any other newspaper in the world—1,184,046 agate lines—this total including the lineage in the four localized suburban rotogravure picture sections.

The New York Times

Send for a copy of The New York Times 32-page booklet on rotogravure advertising containing helpful technical and other information for advertisers. This booklet was issued in connection with The Times exhibit of Rotogravure now open in The Times Annex, 229 West 43rd St.

Do You Sell

MANUFACTURERS of farm implements, farm engines, and farm tractors follow up all replies to their advertising through their own agents and solicitors. They know what papers bring them replies—and they know what replies result in sales.

It is significant that, in 1926, *The Country Gentleman* carried three-fifths of all the advertising in this classification appearing in national farm papers.

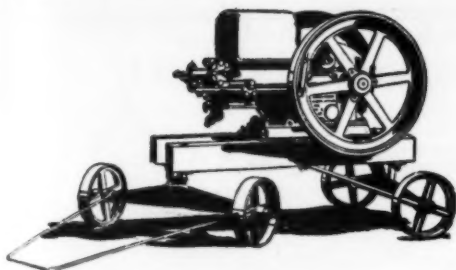
The Country Gentleman

The Modern Magazine for Leadership Farm Families

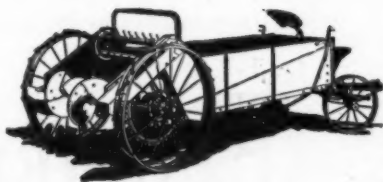
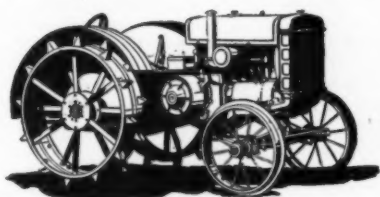
More than 1,350,000 a Month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland



ANY OF THESE?





WASHINGTON *notes* Profits in Dairying

"The Agricultural Situation," a review published by the U. S. Department of Agriculture, says:

"One of the remarkable things all through 1926 was the active demand for dairy products, particularly butter." Further on in the same report, referring to dairy products, "Prices are high, especially butter prices."

Minnesota produces more butter than any other state. The revenue from butter alone amounts to more than 100 million dollars annually to Minnesota farmers.

This rich, dependable income area, and the entire Northwest, can be effectively reached by the Northwest's only weekly farm paper



THE FARMER

Webb Publishing Co.,

Saint Paul, Minnesota

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

How to Make the Exclusive Dealership Profitable

Both Dealer and Manufacturer Can Profit by Such an Arrangement if It Is Made a Matter of Co-operation Instead of Force

By E. S. Barlow

Sales Manager, Selz, Schwab & Company

THE question of exclusive dealership on a product is governed by two factors: First, the size of the town, and, second, the nature of the commodity.

It is obviously unwise to tie up the sale of any product to only one dealer in a large city. It is quite common to give one larger city dealer the exclusive downtown sale on a product. In such a case, the downtown dealer is generally given the exclusive right to advertise the product, while exclusive distribution is granted outlying dealers in their particular sections.

It is also obvious that it would be unwise to grant exclusive representation on a product where the sale of the product depends but little on dealer influence.

By far the most important factor, and really the governing factor, in determining whether a product should be distributed through exclusive dealers is the nature of the commodity itself.

The best method of measuring the advisability of exclusive representation on a product in a town is: "How great is the influence of the dealer in the sale of the particular product?"

The dealer is always a tremendous factor in the sale of a product where the product has to be either weighed, measured, fitted or serviced. Or if the product is in a field where there are several competing articles of about the same value. In the latter case, of course, the dealer's influence may be governed by the margin of profit he receives. This factor of competition may justify exclusive representation sometimes when the nature of the commodity does not otherwise.

But where one of the four mentioned operations is necessary in

the sale of a product, the customer is likely to accept the dealer's judgment. Therefore, in such a sale the confidence the customer has in the dealer is the important factor.

On articles which do not require any one of these four functions, the consumer's confidence in the product itself is usually sufficient. This confidence may have been established by national advertising or it may have been established by the consumer having used the article before. But the sale does not naturally call for the dealer to exert his influence; nor is it of necessity influenced by his judgment.

A person, for instance, will ask for Palmolive soap, a Gillette safety razor or such articles of any dealer, because of his confidence in the products themselves. The accessibility of the dealer's store may influence the purchase, although his reputation need not enter into the transaction.

In the sale of a suit of clothes or a pair of shoes, however, it is different. I have all the confidence in the world in a line of nationally advertised clothing or nationally advertised shoes, but unless the dealer fits me properly and unless I have confidence that he will fit me properly I am not likely to buy of him just on the strength of the national advertising.

With such items I must have confidence not only in the merchandise, but I must also have confidence in the dealer selling it. Since I go to a particular dealer because I have confidence in him, that confidence enables him to sell me some other brand if he desires.

The same thing is true in the purchase of a washing machine, ironing machine or such product. Here are products that need to be serviced. So I prefer buying them

from a dealer in whom I have confidence; then I know I will receive the proper service.

It is this point of consumer confidence in the dealer which makes the dealer an important factor in the sale of such a product. And it is the confidence the consumer must have in that dealer which makes the dealer a big factor in the sale. These factors are very important when it comes to determining the advisability of exclusive dealership.

In considering merchandise of the four classes just listed it is obvious that we must have the dealer's co-operation. In order to insure the dealer's co-operation, the franchise must be valuable to the dealer. This in turn becomes an important matter with the manufacturer. In the granting of an exclusive dealership, the manufacturer automatically assumes the responsibility of making the dealer's franchise valuable.

Unless the manufacturer sees this point, his merchandise is bound to suffer from silent substitution, since the dealer's influence may be thrown to articles which give him a longer margin of profit.

It naturally follows that the manufacturer must give considerable thought to the dealer's success if he is to receive the maximum results from the exclusive representation.

ANOTHER PHASE

Then there is another phase to this exclusive dealership question which seems to have been overlooked. It is not only advisable for the manufacturer to have exclusive representation, so that he may be able to build the sale of his product successfully, but it is also advisable for the merchant to devote himself exclusively to the sale of that particular manufacturer's merchandise in its price range.

Exclusive dealership is a two-sided question and cannot safely be considered only from the standpoint of its advantage to the manufacturer when it is just as advantageous to the dealer.

In order that the manufacturer

may make his exclusive dealership profitable he must convince the dealer that it is to the dealer's advantage. The manufacturer errs when he attempts to force the dealer into exclusive representation on his product. It should be a matter of co-operation, not force, and each should give the other "exclusive."

THE DEALER'S MAJOR PROBLEM

In convincing the dealer that he should give the manufacturer exclusive sale in his store the two major problems of the dealer should be given consideration. The first of these two problems is: "How can I do the largest possible volume of business on the smallest possible investment?" This is true since business is banking. The dealer is trying to use every possible dollar of capital and trying to turn that capital as many times as possible, taking a profit each time he turns it. Therefore, he must find methods of doing the greatest possible volume of business on the smallest possible investment.

The dealer's second problem is: "How can I bring more new faces through my front door?"

These two problems confront every dealer in every line of business regardless of the size, location or the nature of his business. The first has to do with making money on his present or possible volume, the second has to do with his business growth.

Exclusive representation of a nationally advertised line of merchandise plays a tremendous part in the solution of both of these problems for the dealer. It is the opportunity and duty of the manufacturer to make this point clear and co-operate with the dealer instead of attempting to maintain representation by coercion.

The dealer gains many advantages by confining his purchases to one line of merchandise in its price range. His first big advantage is that he is able to do business on a minimum amount of stock, thereby reducing the burden of duplication of merchandise.

Duplication of merchandise ties up considerable capital on the

Over
195,000
Daily

Los Angeles Examiner

Over
425,000
Sunday

5c DAILY

MARCH 3, 1927

10c SUNDAY

ADVERTISING BOOSTS FOOD SALES \$30,000 IN WEEK!

PIGGLY WIGGLY IN RECORD SHOWING

A \$30,000 increase in business in one week! Fifteen per cent UP over the preceding week! Many new faces!

That's what happened when the Piggly Wiggly Western States Company of Los Angeles recently showed again that it knows how to use newspaper space judiciously and intelligently.

A. C. Jones, president, was so gratified, that he put it on record in a letter to The Examiner. And The Examiner is so proud of its part in the performance, that it reprints the letter here, in full:

"It, no doubt, will be interesting to you to know the results obtained by us by reason of our running a double page spread in the Sunday Examiner, January 16th.

"Our sales showed an increase of 15% for the following week. To be specific, week ending January 15th, our sales were \$199,672.14, and for the week ending January 22nd, the sales were \$229,556.08.

"Each of our Store Managers reported many new faces during this week; and we feel sure that this advertising brought us more benefit than the mere increase for the week.

"We want to take this opportunity of expressing our appreciation for the co-operation extended to us on the behalf of your staff."

TOURISTS SPEND \$172,000,000 IN L. A. IN 1 YEAR

LOS ANGELES in January just past had a tourist population of 160,355 people. This is more than 13 per cent of the total population.

Tourists spent \$172,000,000 in Los Angeles in 1926 at a most conservative estimate. This sum is greater than the gross value of the combined foreign import and export trade of Los Angeles Harbor, now one of the great harbors of the world.

EXAMINER ALONE IN JANUARY INCREASE

The Los Angeles Examiner was the only newspaper out of the six in that city, that showed a display advertising gain during the month of January!

Recording the influence of results, The Examiner's January figures soared upward 28,794 lines over the volume of January a year ago. The next nearest paper showed a loss of 4,357 lines, while the other morning and Sunday newspaper in Los Angeles dropped off 85,253 lines.

From all of which we are led to deduce that the consistency with which The Examiner delivers a profitable return on the advertising investment, is a permanent one, and advertisers know it.

Largest morning and Sunday circulation West of the Missouri

shelves of dealers all over the country. They generally duplicate merchandise because they are afraid to lose business. Yet, when a dealer overcomes his fear of losing unprofitable business, he has made a big step toward turnover.

Marshall Field & Company have a tremendous store and a tremendous stock of merchandise, yet each day there are hundreds of people who walk out of that large store because they cannot find what they want. Marshall Field knows this, but it knows that in order to supply the wants of those who go elsewhere it would have to carry a tremendous additional stock which would take all the profits and more of the additional sales it would make. Therefore, a dealer must not be afraid to lose business if it is unprofitable to secure that business.

Once a dealer understands this he will be more susceptible to confining his lines to exclusive representation. He will then gain the great advantage of doing the largest possible margin of business on the smallest possible investment.

With the dealer confining exclusively to the one line of merchandise he is better able to enthusiastically promote the development of that merchandise and is not dividing his loyalty between two lines. He is not asking his salespeople to divide their loyalty. No dealer nor any salesman can be enthusiastically loyal to two competing lines of merchandise.

By becoming headquarters for the one line of merchandise and displaying it and pushing it the dealer has an opportunity of pulling new faces in his front door. The value of this factor cannot be over-emphasized. I bring up this point of advantage to the dealer, because too many times the question of exclusive representation is looked upon only from the standpoint of its value to the manufacturer. There are many advantages the manufacturer can point out and it is vitally important that the manufacturer show them to the dealer.

All of this has to do with properly locating an exclusive account in a town. Given an exclusive

dealership in a town, it becomes absolutely necessary that the manufacturer assume the responsibility of the dealer making money on his merchandise. That is the time that the manufacturer must concern himself with the dealer's major problems.

TWO TYPES NEEDED

Another factor enters into profitable exclusive representation at this point. The manufacturer's salesman must be a two-sided man or the manufacturer must have two types of men in his organization. He must have the salesman who understands the proper placing of an exclusive agency as outlined above—that takes one type of salesman.

But the problem of developing the account after the contact has been made demands an entirely different type of representative. Sometimes these two men can be found in one salesman. But I think the advantage to such a manufacturer lies in two distinct representative organizations. One organization of salesmen to open the accounts, then an organization of merchandisers to follow up the accounts and get the most out of them. After the contact is made the manufacturer doesn't need salesmen to call and resell.

I saw an illustration of just this point a few years ago. An automobile manufacturer had seven salesmen calling on his distributors throughout the United States. When the sales manager was asked to define the function of these seven salesmen he exclaimed: "Their duty is to sell — cars to our distributors." He was then asked whom his distributors could buy — cars from except from his concern. It was obvious that they could buy them nowhere else. His concern had a monopoly on the cars. Then it seemed foolish to have high-pressure salesmen trained only in the method of selling those distributors more cars.

What he needed was a force of men to teach those distributors how to sell cars at a profit, because they could not buy any cars from him until they had sold the ones in stock. This same situ-

No Longer / a Theory

SURELY the agency which has for years led the field in placing keyed copy—copy from which every dollar in sales is recorded—possesses a knowledge of copy appeals and media which the general advertiser can use with profit. This was a theory five years ago. Today this agency is doing by far the largest total volume of business in its history—and 72% of it is for the advertising of products sold through eighteen separate trade channels.

RUTHRAUFF  & RYAN • INC •

NEW YORK • 132 WEST 31st ST • CHICAGO • 225 N. MICH. BLVD •

ST. LOUIS • ARCADE • BLDG •

Established 1911

THE CONDÉ NAST

Appearing in All Three Magazines in 1926

Confections

Dean's	Reymers' Candy
Huyler's Candy	Schrafft's
	Whitman's Chocolates

Foods & Beverages

Abbott's Bitters	Jello
Campbell's Soups	Love's Biscuits
Clicquot Club	Martini & Rossi
Helder's Cheese Sticks	Nuyens Cordials
Oyster Growers & Dealers Association	

Household Appliances

American Radiators	Ponsell Floor Machine
Frigidaire	Slyker Radiator Furn.
General Gas Light Co.	Standard Plumbing

House Furnishings

Almco Lamps	Fostoria Glass
Brunswick-Balke-Collender	Irish & Scottish Linen
Cannon Towels	Liddell Linens
Gilbert Clocks	Pomerantz
	Wamsutta Percale

Miscellaneous

Artercraft	Sheaffer's Pens
Eaton, Crane & Pike	Soc. American Florists
Pathex Inc.	Waterman Pens
	Duco Paint

Motors

Buick	Marmon
Cadillac	Nash
Chrysler	Packard
Dodge	Paige
Franklin	Pierce-Arrow
Gardner	Rolls-Royce
Hupmobile	Studebaker
Jordan	Stutz
Lincoln	Wills Sainte Claire
	Willys-Knight

Motor Accessories

Brewster Bodies	Fisher Bodies
Chase Velmo	Simoniz
Collins & Aikman	Watson Stabilator

GROUP ACCOUNTS

Vanity Fair • Vogue • House & Garden

Musical Instruments & Radio

Aeolian	Radio Corp. of America
Atwater Kent	Steinway & Sons
Pooley Radio Cabinets	Welte-Mignon
	Wurlitzer

Silverware & Jewelry

Black, Starr & Frost	International Silver
J. E. Caldwell	Kirkpatrick
Crichton & Co.	Marcus & Co.
Elgin National Watch	Rogers, Lunt & Bowlen
Gorham Co.	Sterling Silversmiths Guild

Tobacco

Camel Cigarettes	Lucky Strike
Fatima	Marlboro
Herbert Tareyton	Melachrino
	Pall Mall

Toiletries

Caron Perfumes	Kent's Brushes
Forhan	Mulhens & Kropff
Listerine	Rigaud's Perfumes

Travel

Canadian Pacific	Holland-America Line
Chateau Frontenac	Insurance Co. of No. Am.
Chicago R. I. & Pacific	Inter. Mercantile Marine
F. C. Clark Cruises	Italian Line
Copley Plaza Hotel	London & Northeastern Ry.
Coral Gables	Los Angeles S. S. Co.
Cuban Nat. Tourist Comm.	Miami Ch. of Comm.
Del Monte Hotel	Palm Beach Ch. of Comm.
Dollar Line	Plaza Hotel
Florida E. Coast Ry. & Hotels	Royal Hawaiian Hotel
Frank Tourist Co.	Royal Monceau Hotel
Great Northern Ry.	St. Petersburg Ch. of Comm.
Hotel des Isles Borromées	Swiss Federal Railways
Hawaii Tourist Bureau	Vinoy Park Hotel

Travel Equipment

Hartmann Trunks	Wheary Trunks
Oshkosh Trunks	Winship Trunks

Wearing Apparel

Dobbs	Lord & Taylor
Vici kid	Pedemode Shoes

ation exists wherever the exclusive dealership is advisable.

After the first contact is established, the manufacturer does not need to worry about selling the dealer his merchandise. The first call is the only sale of merchandise that really needs to be made to the dealer. After that the dealer should buy. But the dealer will only buy merchandise as fast as he needs it. Therefore, the manufacturer can increase the purchase of his customer by seeing that that customer sells more merchandise.

Competition is eliminated once this idea is properly sold to the dealer. One of the big problems of every manufacturer today is how to eliminate competition which makes a double selling expense.

Exclusive representation properly means a partnership connection. Both must understand that it is advantageous to each of them and both must work to a joint volume and profit.

A manufacturer with this viewpoint cannot look at it as a policy which will only help him. He must see it as a policy which will help the dealer also. Then he must accept the responsibility of seeing that the dealer understands how to profit by the connection.

The exclusive representation on products as described herein not only is advisable, but will become absolutely necessary when it is viewed as a partnership affair between the manufacturer and the retailer.

New Campaign for Cities Service Company

The Cities Service Company, New York, public utilities, will start an institutional campaign in the spring. Plans call for the use of newspapers. Later on the advertising will be extended to include the sale of its securities and products. Weekly use of a string of broadcasting stations has already begun and newspaper space is being used to advertise the program. Lord & Thomas and Logan are directing this campaign.

Joins Buchen Agency

W. H. Baers, until recently engaged in newspaper work at Davenport, Iowa, has joined The Buchen Company, Chicago advertising agency.

Pepsodent Registers "Dingy Film" Slogan

THE PEPSODENT CO.
CHICAGO

Editor of PRINTERS' INK:

We are greatly interested in reading the slogans that have been listed in PRINTERS' INK. So far we see nothing of the Pepsodent slogan. We suggest that you please enter the Pepsodent slogan, "Removes dingy film."

I think your plan of registering slogans is an excellent one as it makes an excellent source where the manufacturer can check up on what is available.

THE PEPSODENT CO.
HARLOW P. ROBERTS,
Advertising Manager.

Increase in Bayuk Cigars Net Income

Bayuk Cigars, Inc., Philadelphia, Havana Ribbon, Prince Hamlet cigars, etc., reports for the year ended December 31, 1926, a net income, after charges and Federal taxes, of \$953,650, against \$634,050 in 1925, and \$862,284 in 1924.

Trust Account for Hurja-Johnson-Huwen

The Capital Trust Company, Chicago, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct an advertising campaign on trust and estate accounts. Newspapers and magazines will be used.

Appointed by Brick Manufacturers Association

The Detroit Brick Manufacturers Association has appointed Kirk-Boyn-ton, Inc., Detroit advertising agency, to direct its advertising account. Newspapers, business papers and direct mail will be used.

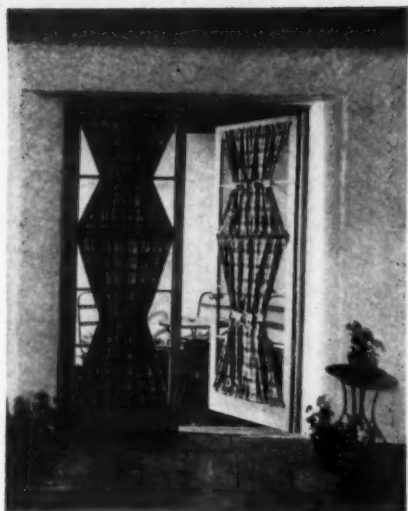
Campaign on Gibraltar Lacquer Planned

The Gibraltar Lacquer Company, Brooklyn, N. Y., is planning to advertise Gibraltar Lacquer to the automotive and furniture finishing industries. The Hazard Advertising Corporation, New York, will direct this campaign.

E. M. Cameron Joins William Green

Earl M. Cameron, for the last four years general advertising manager of H. & A. Selmer, Inc., New York, has joined the staff of William Green, a corporation, New York, as an account executive.

David Stapp, recently with the Woodman Advertising Agency, Seattle, Wash., has joined Malmo & Company, Seattle, nurserymen, to direct their advertising.



Looking from the entrance hall out upon the terrace where tea is served.

Enter, with us,
into *this*
very charming
Home!

Delineator Home Institute No. 5



SOMETHING like a bungalow built upon the top of a skyscraper is the home of Delineator Home Institute, on the 15th floor of the Butterick Building. Here is a complete dwelling placed far above the turmoil of New York's streets.

V
ing
sin
a



WE'VE shown you the laundry, the kitchen, the dining-room. Now come into the living-room! It *is* charming, isn't it? It adapts the simplicity and comfort of Provincial France to a modern American interior.

A detail of the living-room, one view of which is shown on inside pages.



WHAT is the purpose of Delineator Home Institute? To show the latest modes in interior decoration and furnishings—to demonstrate the newest methods of scientific housekeeping—to test and offer delightful new recipes for breakfasts, luncheons, dinners, formal and informal.

In brief, to help hundreds of thousands of alert American women in their own unswerving purpose—

To further the Art of Gracious Living.

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

Where's the Incentive for Jobbers to Work Hard?

Big Volume Sales Won't Pay Them, If Margin Is Insufficient to Make a Profit

By a Wholesale Distributor

LAST week a very interesting and persuasive advertising manager spent a couple of hours telling us in a convincing manner how his firm's advertising was creating a great demand for his product and pointing out how much we could sell if we would but put our effort behind it.

All of his arguments were true. Undoubtedly, his firm's advertising has made the article in question a product which no merchant could do without. And it is true that we do sell a lot of it. Also, we could sell much more if we made some special effort. Possibly, though, I ought to revise this assertion and say that we supply much of this product. I do not feel that we make any real effort to sell it.

The manufacturer realizes that his advertising alone is not enough. It needs to be supplemented by the efforts of the distributors. He does supply, from time to time, a crew of missionary men, but he admits that it is too expensive to keep such a crew steadily in this State. He points out that for the manufacturer to look to the jobber and then to have to come in with his own men and do the selling to the retail trade is a double expense which is not fair to the public and to the manufacturer. He infers that this may lead to "direct selling" in the case of his firm—to the elimination of the jobber and billing the retail trade direct.

This is an old subject, but all too often manufacturers and their executives can see only their own side of it. They gather in conferences and say to themselves: "Those jobbers are a lazy bunch of beggars. Even with all their men, one good specialty man can sell as much of our goods as their whole crowd put together. If we

left it to them, our line would dry up in that territory. So we have to send our own men to do the work. We have to carry warehouse stocks so we can supply the jobbers in little dabs. We have to advertise to make the goods move. When we do turn the orders over to the jobbers, it is a question how many of the orders are filled. They don't appreciate the work we have done for them."

The above, as I understand it, are the principal indictments which the manufacturer has against the average wholesaler. Those indictments have, it seems to me, been discussed and enjoyed and talked over until in the minds of most advertising and sales managers the jobbers are fifth wheels, blind eyes, deaf ears and what not.

Let us now consider the other side, possibly to the advantage of all concerned. I have in mind still the advertising manager who spent the better part of a day with me last week.

He told me that his company put some 5 per cent into advertising. Five per cent more went into freights and handling. Drop shipments, storage and warehousing took another 2 per cent. Specialty work, when done, cost approximately 20 per cent of the actual orders the specialty men sold. Specialty work had to be limited so as not to go over a certain percentage of the gross volume of business, which, of course, is obvious. But with all of these expenditures, it did not seem to this advertising manager that if there could be a closer and more active jobbing support, the returns should be enough larger to justify the effort which the manufacturer was making. In short, his argument was that his firm was doing a fine piece of constructive brand-

building which insured rapid turnover for the jobber and cut down the number of lines he really had to carry, thus making it possible to lower his investment. This desirable situation would be improved if the jobbers could recognize the advisability of giving the line proper support and seeing to it that their men sold larger quantities of it.

In other words, the manufacturer felt he was either spending too much money for the volume of business he was getting and that he ought to cut down the expense or he should expect much more volume from the jobbers if he were to keep up the expenditure.

Would the jobber become conscious of this need and support the manufacturer or should the manufacturer be compelled to face the facts and decide that the jobber is unable to live up to expectations? And, if the latter, then undertake to eliminate the jobber and "go direct."

There comes, at a moment like this, the vulgar thought: "What's there in it for me?"

Why should I, a wholesaler, do these things which the manufacturer suggests? Why should I limit my lines, stock his merchandise more heavily and instruct my sales force to put real effort behind the product? It goes without saying that the amount of his line which we handle is trivial. I would hate to think that my sales force could not go out and quadruple the volume on that article any time I told it to do so. But, once again, why should I do it?

I must not overlook for a moment that my sales force costs me approximately \$5,000 a month to maintain. And that money must be ready and forthcoming each and every month. It is true that I pay these men on what amounts to a commission arrangement. They receive a drawing account and an expense allowance and share in the profits of the business they do. But the fact always remains that during each and every month we write checks aggregating close to \$5,000. And that

money must come out of gross earnings.

Another thing to keep in mind is that while we are always anxious to do business, there is a credit limit which we must place on almost every retailer. Furthermore, profits vary on different items in the line. If a given retailer has a credit limit of, let us say, \$1,000, it is the duty of the salesman to see to it that a fair portion of that credit limit be used up on items which produce a profit. If that entire sum goes into the non-profitable or less profitable lines, we are tying up good sums of money to no profit. And so we have classifications in our merchandise. Certain items belong to certain groups. Certain groups get more attention from the salesmen than others. There is nothing mysterious about that at all. Some items in the line are actually handled at what amounts to a loss, for the accommodation of the customer. We cannot, however, let ourselves become wildly enthusiastic over such items.

The particular line which this advertising manager was trying to get us to push happens to be one of those staple commodities which sells in great quantity, or rather *moves* in great quantity with practically no selling effort. It is true that it is a well-advertised line. It has all the elements which would make it a highly desirable article for us to try to sell, were it not for the fact that we handle it at a loss. The gross profit is so small that by the time we figure the cost of doing business, handling and selling, there is nothing left. Furthermore, it runs into money so fast that before we realize it, a good part of the average dealer's credit is tied up in the line.

That, in short, sums up the reasons why we cannot let ourselves be interested in the article. If we meet competition, there is no profit in handling it. If we put on a price which would show a reasonable margin, even a small profit, then we would have to get more than competition is getting, and

Film Fashions



Posed by
MARY ASTOR

Millions of women in every country on the globe follow the fashions set by film stars.

To the vast majority of these, the screen carries the only authentic modes of the hour.

To them, Hollywood, not Paris, is the style centre.

Every Sunday the Los Angeles Times prints the only fashion page of its kind on earth—a beautiful rotogravure layout giving the first hints of the fashions of the films. These are authentic; they anticipate and set the styles. The foremost film stars pose for them under the direct supervision of Peggy Hamilton, the Los Angeles Times' fashion expert.

It is not surprising, then, that the Los Angeles Times' fashion page is read avidly by local women. It is such features as this—local in conception and brilliantly presented—that give the Los Angeles Times the largest home-delivered circulation—and the largest advertising patronage—of any newspaper in Southern California.

Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

260 N. Michigan Blvd.
CHICAGO

285 Madison Ave.
NEW YORK

that would result in two things. In the first place, sales would fall away to a point where they would amount to next to nothing. Secondly, the trade would be apt to judge all our prices on the price we made on that one commodity. So the best we can do under the circumstances is to meet competitive prices but merely hand out the product when a dealer asks for it. And even then we are often better off if we trim his order down, giving him just a minimum quantity.

Of course, the manufacturer replies that it is beyond his power to control all the jobbers in this section—that the most he can do is to secure a good consumer demand and produce a good product—that there is a sound price level and the competitive jobbing condition must fix that. I have even run across cases where the manufacturer encourages a certain jobber to load up with a large quantity of a fast-moving commodity and put it out at a very close price for the sake of the prestige it will give that jobber with the retail trade as a whole.

It may be that the manufacturer finds himself at the mercy of conditions and that he is powerless to arrange for the handling of a commodity at a profit by his distributors. That, I feel, is a regrettable condition for the manufacturer who must depend upon the efforts of distributors. No manufacturer is working along sound lines if he is depending for distribution on jobbers who cannot make at least a minimum profit. One thing which the jobbers have learned during the last few years is that they must expect to work on a very narrow margin and show earnings on those profits. That means that the jobber must sell with discrimination. He must see to it that his efforts are on lines which pay. There is no help for this. He realizes that he must distribute many articles at practically no profit but he must do this, not for the account of the manufacturer, but for the sake of his retail outlets. He must do this to provide a complete service for

his retailers. The manufacturer of unprofitable lines from the jobbing standpoint is getting the benefit of this situation just as the small boy gets a free ride on a five-ton truck of sand which is going in the desired direction and upon which the youngster can hang. But it is at best a precarious means for getting along.

Of course, the manufacturer stresses the money he spends in advertising, missionary selling, freights and all that sort of thing. But without wishing to be cold-blooded, we must respectfully point out that he is doing those things for the sake of his own business and for the sake of his product. He is not doing any of that for the sake of the jobber. We do not ask him to do those things for the jobber. We expect him to do them for the sake of his brand strength. But advertising, missionary selling and all those things are not fully effective unless there is good distributing service and in the long run that service has to be paid for. The jobber cannot stay in business and provide adequate service without proper compensation. Whether we like it or not—whether the manufacturer likes it or not—we are all at the mercy of a fundamental, economic law.

The manufacturer must pay for his advertising. He must pay his freight bills. For many years many brands of demandable merchandise have been moved through jobbing houses and into the hands of retailers and handled without compensation. It is worth asking if the rising selling costs are not in part, at least, due to the fact that the logical distributors have been unable to offer the service they are capable of offering, because the manufacturers in many cases have not provided a profit.

We find ourselves in this position: The manufacturers of the great, advertised commodities are seeing their selling costs mount. I am taking their word for it. They find it increasingly difficult to get the increases in volume desired and demanded and insisted upon by their companies. They

A good year's GROWTH in just 4 months

THE ROCKY MOUNTAIN NEWS
THE DENVER EVENING NEWS

Circulation Figures for

November || December || January || February

The Sunday News

54,101 || 58,819 || 64,987 || 82,156

The Rocky Mountain News

28,904 || 28,988 || 29,981 || 32,317

The Denver Evening News

26,959 || 38,809 || 39,041 || 47,966

SCRIPPS-HOWARD NEWSPAPERS

W. C. BUSSING, Advertising Manager

McHENRY TICHENOR, National Advertising Manager

Represented in the National Field by

ALLIED NEWSPAPERS, INC.

250 Park Avenue, New York

Chicago

Detroit

San Francisco

Los Angeles

Seattle



**The largest
magazine
for MEN**



Photo:
H. Armstrong
Roberts—
Phila.

The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street

New York City

pour more and more money into competitive sales and advertising effort. One of the greatest items of expense is the costly missionary work which is bringing smaller and smaller returns because the jobbers' purchases based upon the missionary orders turned in are getting smaller.

At the same time, these manufacturers are bewailing the lack of interest on the part of jobbers and their sales forces. Each manufacturer knows that if the great army of jobbers' salesmen would make just a slight effort, they could solve the manufacturer's problem.

But the jobber in all sincerity looks at his cost figures and at his gross margin on these, the items which ought to be profitable, and too often he is reminded of the old lady who said that she bought eggs for 24 cents a dozen and sold them for 23 cents, and she had to work very hard and do a great deal of business to make a living.

Piano Manufacturer Starts Campaign

The Lauter Company, Newark, N. J., manufacturer of pianos, which was organized sixty-five years ago, has started a consumer advertising campaign. Magazines are being used in a countrywide campaign, under the direction of the Joseph E. Hanson Company, Newark, N. J., advertising agency.

"Own Your Own Home" Changes Name

Own Your Own Home, New York, has changed its name with the March issue to *Your Home*. There will be no drastic changes in the editorial policy, which treats with the creation and equipment of small homes and grounds.

Appoints Allen-Klapp

The Allen-Klapp Company, publishers' representative, has been appointed national advertising representative of the Ottawa, Ill., *Republican-Times*. The Ottawa *Free Trader-Journal* was recently purchased by and consolidated with the *Republican-Times*.

Sweeney & Price Change Name

Sweeney & Price, Boston, publishers' representatives, have changed their name to The John M. Sweeney Company.

New Zealander Keeps Up to Date with "Printers' Ink"

Editor of PRINTERS' INK:

Just a short note requesting you to send me two copies of your paper which have not reached here, Vol. CXXXVI, No. 2 of July 8, 1926 Vol. CXXXVI, No. 9 of Aug. 26, 1926.

They may have gone astray in the post, but whatever has happened to them I do not want to miss them. I find your paper keeps me right up to date and, besides the matter dealt with in the articles and from an editorial standpoint, I have received some sound help from the advertisements that have appeared.

Out here in New Zealand we have a rich market for a wide range of merchandise, and a number of American houses have either set up for themselves or have active agents on the ground. Most of them use the selling plans worked out for their domestic markets and from what I can see, they function just as well as in the home territory.

A traveling salesman does not have much time, but one of these days I hope to sit down and write you a chatty letter, giving my impressions of American selling plans, methods and dealers' help, from the viewpoint of a New Zealand born salesman who is selling American and British made goods against strong domestic competition.

With kind regards to all who cooperate to make PRINTERS' INK the source of inspiration that it is.

GORDON L. McCLEURE.

W. E. Robertson Advanced by "Harpers Magazine"

William E. Robertson, who has been appointed assistant advertising manager of *Harpers Magazine*, New York, has been associated with that publication as a member of its advertising staff for more than twenty years.

Surgical Instrument Account for Amsterdam Agency

The Kny-Scheerer Corporation, New York, surgical instruments, has appointed the Amsterdam Agency, New York, to direct its advertising account. Medical and surgical journals will be used.

Garment Account for Detroit Agency

The Hy-Style Garment Manufacturing Company, Detroit, has placed its advertising account with the Fred M. Randall Company, advertising agency, also of Detroit.

Joins Ruthrauff & Ryan Agency

Richard Hunter, formerly with the Elgin Clock Company, Chicago, has joined the staff of the Chicago office of Ruthrauff & Ryan, Inc., advertising agency.

Forms close . . .

Five Weeks Preceding



THIRTY-SIX years ago this month Mr. George Batten sat alone in his office.

Alone? In that tiny cubicle he had just rented at 38 Park Row there was scarcely room enough for one man.

Mr. Batten sat writing an advertisement. The hour was noon. At sundown a newspaper would close its forms for the issue in which that advertisement was scheduled.

At four o'clock Mr. Batten had "caught" his first insertion . . .

In the month ending January 15, 1927, George Batten Company, Inc., placed in the hands of magazines some 712 advertisements in black and white and color.

Ninety-eight per cent (about 700) were placed there comfortably in advance of official closing dates. The

remaining two per cent, of course, caught the scheduled insertion, but with less margin. Publication men tell us that this high average, which we have held to month in and month out, is one of the reasons why the make-up men in their composing rooms think so well of this agency.

From which fact, depending upon your point of view, three conclusions might be drawn:

First, you might say that these advertisements did not suffer hurried production; that there was ample time for the "free creation" that results in outstanding copy; that there was time for high standards of mechanical ex-

cellence to be met; that the early arrival of the copy did much to insure a good position for these advertisements.

Or, secondly, you might say that despite a rather phenomenal growth in our business we were comparatively free from overgrowth.

Or you might even point out, just as the office wag delights to indicate, that the goal of every self-respecting advertisement is to get itself printed. Which is only his way of saying that if your advertising is scheduled for page 42 of the June issue of McCall's, it is very important that it be there when some two million-plus pairs of eyes fall on the page.

GEORGE BATTEN COMPANY, INC.

Advertising



GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

Why Copy Writers Can't Take Outside Exercise

Most of Them Would Like to, But They Fear the Disapproval of Their Superiors

By Walter F. Kohn

S. K. WILSON'S article "Give Your Pen Some Outside Exercise," in the January 20 issue of *PRINTERS' INK*, voices ideas I have been preaching and practicing for a number of years; and I was grateful to see another professional advertising man express these opinions in print.

I don't think, however, that it will take much persuasion to convince the average copy writer that he ought to do creative writing in addition to his routine copy. The agencies are full of copy men who fully expect—some day when they are no longer beggars on horseback—to write *The Great American Novel*. The agencies also house hundreds of column contributors, unappreciated poets, and unstaged dramatists. So that the advice Mr. Wilson gives is advice which hundreds of copy men have already followed.

The real difficulty is one Mr. Wilson seems to have overlooked. That is the difficulty of convincing the manufacturer, the copy chief, or the head of the agency, that the copy writer who gives his pen the outside exercise Mr. Wilson recommends is really a perfectly rational and normal human being, and that he is decidedly an asset to the business, rather than a liability.

Most manufacturers and many agency men still consider this type of individual a museum curiosity. The question of outside writing is usually raised by the employer himself. If this outside writing has been turned to scientific investigation, to commercial or community ballyhooing, to fraternity or club write-ups, or to articles in business papers, the candidate is applauded for his efforts. If, on the other hand, the outside writing has been along the lines

Mr. Wilson recommends, the candidate is immediately considered queer.

The attitude one frequently runs into is this: Your copy is excellent, and probably brings results. But any man who wants to work for me has to give me all of himself, body and soul and mind. If he wants to do any creative writing he is bound to have his attention distracted, even if he does it outside of office hours. And I want him to spend those hours outside the office thinking up ideas for me which he can put into his copy the next day.

How is this attitude going to be overcome?

SOME THINGS EXECUTIVES DON'T REALIZE

The average executive never considers the possibility of interpenetrating the writing of poetry with the writing of terse copy, or of the writing of romantic fiction with that of real estate, country club, or luxury copy. He never dreams that by writing criticism—any kind at all—a copy man develops a more critical and healthy attitude toward his own copy, a keener sense of form, a sharper instinct for the elimination of superfluities, and a much truer balance of ideational values. Least of all does he realize that a dramatic slogan or headline—perhaps the greatest single selling force in all advertising copy—is likely to have its genesis in dramatic writing. In fact, any number of agencies keep high-price "idea men" on their pay-rolls to supply wants which would be filled by any alert copy writer who follows Mr. Wilson's suggestions.

But try convincing the executive of all this, and you run into

a stone wall. He does not realize the subtle psychological interpenetration of commercial and literary writing (so subtle that in a good writer it becomes automatic) and he is only too ready to consider literary activities on the part of his employees as commercial treason.

The result is that both the literary and commercial output of his staff of writers suffers, and that there is distrust and suspicion where there should be frankness and co-operation.

Most advertising copy shows little creative genius. Worse, the literary output of the unsung geniuses who write advertising is rather pathetic when it isn't downright childish. It rarely shows an arresting style, and the material treated is invariably bungled.

Why is this true? And if it is true, why recommend that these ineffectual hacks continue writing?

Their literary output is poor for three reasons. In the first place, the writers are hampered by their own limitations, and must sooner or later accept the fact that they are not the martyred geniuses they think themselves. Incidentally, I think they have as little business writing advertising as they have producing literature.

The second reason for the poor output is to be found in the attitude of the employer, which I have already mentioned. His attitude forces the writer to do his writing surreptitiously, and consequently he does not have the benefit of intelligent criticism. It has been said that genius thrives on martyrdom; but it is also true that there is no better stimulant to the improvement of literary style than intelligent criticism. And that applies to advertising copy as well as to creative writing.

The third reason for the poverty of the writing which most copy writers do is to be found in the attitude of the writer himself, as influenced and conditioned by the attitude of his employer. He is told that creative writing is tabu. Since it is the one thing that is dearest to his heart, he immediately considers it martyred and persecuted; and the result is

that he considers the writing he has to do—that is, advertising copy—with a most profound contempt. I have had dozens of copy writers—including the head of a large agency—tell me in so many words that they consider copy writing prostitution and themselves literary courtesans.

In the face of all this, I can still heartily endorse Mr. Wilson's recommendations. But before they can be realized to the best advantage, it is necessary that the employer change his attitude toward creative writing and that the employee change his attitude toward copy writing.

Mr. Wilson mentions in his article that the two styles of writing be adapted and inter-related. This cannot be done consciously or deliberately. On the contrary, if the mental attitude is changed, the interpenetration of the two styles of writing will inevitably follow.

Washington Publishers Discuss State Campaign

Plans for an annual week of State advertising were discussed at the recent fifteenth annual institute of the Washington State Press Association. It was proposed that the resources of the State be featured in a campaign under the slogan "Nature's Paradise, Man's Opportunity," during the week, which would be designated as "Washington Week."

Joins India Tire & Rubber Company

A. C. Fisher, formerly with the Goodyear Tire & Rubber Company, has joined the India Tire & Rubber Company, Akron, Ohio, as manager of accessories and repair material sales.

George Heller Joins Groesbeck-Hearn

George Heller, formerly with Rudolph Guenther, Russell Law, Inc., New York, has joined the executive staff of Groesbeck-Hearn, Inc., advertising agency, also of New York.

Bigelow-Hartford Sales and Earnings

The Bigelow-Hartford Carpet Company, New York, reports, for the year ended December 31, 1926, sales of \$30,275,451. Net earnings, after charges and Federal taxes, were \$1,550,012.

Rome Wire---

Moser & Cotins---

CONGRATULATIONS!

The Bok Award for the outstanding industrial advertising campaign of 1926, announced February 15th by the Harvard Jury, goes to the Rome Wire Company of Rome, N. Y. and their advertising agents, Moser & Cotins of Utica, N. Y.

The campaign which won this distinction consisted of a series of process colored inserts which were regularly published in

*ELECTRICAL WORLD

*COAL AGE

*ELECTRICAL WEST

*INDUSTRIAL ENGINEER

*ELECTRICAL MERCHANDISING

JOBBER'S SALESMAN

*ELECTRIC RAILWAY JOURNAL

ELECTRICAL RECORD

This campaign of attractive advertisements made no bid for inquiries but knuckled down to the job of making industry and the electrical trade wire-conscious. Persistently followed up, this campaign has helped lift a basic industrial product out of the more or less nondescript "supply" class and identified it in terms of the buyer's wire requirements. It has established the name "Rome" as a synonym for conductor wire service.

We congratulate Rome and its advertising agents and are pleased that McGraw-Hill Publications were identified with the winners in the preliminary market studies and in the publishing of the resultant campaign.

*—indicates McGraw-Hill Publication

McGRAW-HILL PUBLISHING COMPANY, INC.

Tenth Avenue at 36th Street, New York

WAST

Any advertiser who tries to cover all of northern Ohio through Cleveland newspapers is wasting his money.

People who live outside the city and suburban area of Cleveland (a 35-mile radius) do not buy in Cleveland—or in their home cities from Cleveland newspaper advertising.

BUY CITY AND SUBURBAN CIRCULATION. Concentrate your sales efforts in the TRUE Cleveland Market, concentrate in the concentrated circulation of The Cleveland Press, and eliminate waste.

The Press is Cleveland's FIRST Advertising Buy. Today, Tomorrow

The Cleveland Press

Detroit
San Francisco

L A R G E S T

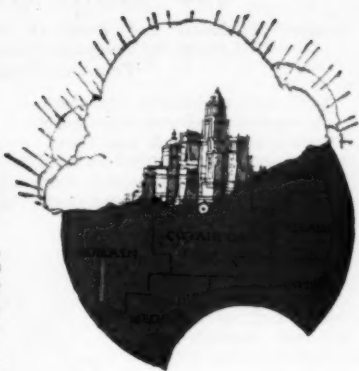
NATIONAL REPRESENTATIVE

230 Park Avenue, New York City

D A I L Y

C I C U

STE



THIS is a map of the area embraced by a 35-mile radius of Cleveland Public Square. The "City and Suburban" territory of Cleveland newspapers, better known as "The TRUE Cleveland Market."

Akron (5th city in Ohio) is excluded for Akron people do not buy in Cleveland, nor do they buy in Akron from Cleveland newspaper advertising. Akron has good stores and good newspapers of its own.

A recent survey among 22 leading Cleveland retail stores selling all classes of merchandise proved that 96.1% of all business comes from the people who live here.

In Cleveland The Press is the BIG market place. It publishes more advertising for local merchants in six days than any other Cleveland newspaper publishes in seven. For years it has been the one outstanding newspaper among all local readers and retailers. Thoroughly entrenched in the business and social life of Cleveland, it has stood the test of Time. And it now has 36,436 more circulation in the city and suburban area than its nearest daily competitor.

PRESS CIRCULATION IS WANTED. NO CIRCULATION SCHEMES EVER EMPLOYED.

Press



SCRIPPS-HOWARD

*First in
Cleveland*

ALLIED NEWSPAPERS, INC.
10 N. Michigan Blvd., Chicago

Seattle
Los Angeles

C I R C U L A T I O N

I N O H I O

Bringing Back a Raw Material That Has Gone Out of Style

Lumber Producers and Furniture Manufacturer Co-operate in an Advertising Campaign Designed to Speed Up the Returning Vogue of Oak

AT the mid-winter furniture market at Grand Rapids last January, the Berkey & Gay Furniture Company exhibited several dining and bedroom suites in oak. In itself that event attracted comment among furniture men. Oak, in recent years, has been the Micawber of the furniture woods, waiting for something to turn up and hoping that whatever came would be good.

The Berkey & Gay suites, largely an experiment, interested furniture buyers sufficiently to warrant the company in pushing the sale of oak, and this year a portion of the company's national advertising will be devoted to furniture made of "the sovereign wood." At the same time the Oak Service Bureau of the Hardwood Manufacturers' Institute will advertise to stimulate the interest of the buying public and furniture dealers in a Renaissance of oak as a cabinet wood.

What has been accomplished so far, together with the advertising scheduled to appear in a national weekly early this summer, serves to show how the producer of raw material and the maker of the finished product can co-operate to their mutual advantage. It indicates the sort of approach to the full-fledged co-operative campaign that may be worked out when circumstances in an industry do not permit a big scale program of sales promotion and advertising.

It was no accident that Berkey & Gay brought out their oak suites at the January market at Grand Rapids. Last October the Oak Service Bureau entered into an agreement whereby this company

A New Period— Renaissance OAK —a new vision of 'the sovereign wood'

CONVENTIONALLY known to nature with a structure denying the ravages of time and a strength to endure offering resistance to heat, damp, coupled with a charming and lasting individuality, Oak is the sovereign cabinet wood. Predominant throughout the Elizabethan Era, England's great period of cultural advancement, it has for centuries faithfully preserved artistic expression in design and the delicate definition of the master craftsman.

Berkey & Gay, originators of furniture fashions, have blended the best traditions of the past with the vigors of today and now present as Oak dining room sets—furnishings in every detail with twentieth century architectural expression—as a harbinger of a period revival of the Age. A period destined to reach permanently in the minds of furniture consumers as to be known as Renaissance Oak.



Illustration of a Renaissance Oak dining room set, including a table and chairs.

Designed and finished to appeal to the sensitive taste and constructed to measure to service by generations rather than by years, this group epitomizes the ideal combination of sturdy, trustworthy material with common sense workmanship, which the picture on this opposite page so fully suggests.

See it in all its enthralling reality on display in the leading furniture shops. Or write us for the name of your nearest dealer.

OAK SERVICE BUREAU
HARDWOOD MANUFACTURERS' INSTITUTE
500 N. W. 10th St., Grand Rapids, Mich.

Write for literature, including list of dealers, to:
The Oak Service Bureau, Hardwood Manufacturers' Institute
500 N. W. 10th St., Grand Rapids, Mich.

Name _____
Address _____
City _____
State _____
Zip _____
The Oak Service Bureau, Hardwood Manufacturers' Institute
500 N. W. 10th St., Grand Rapids, Mich.

"The Charm of the Renaissance Wood" is a lovely brochure of 16 pages, showing the beauty of the wood in its natural state, and the many uses to which it can be put. It is a must for every furniture dealer and a most interesting read for the home owner.



OAK FOR CHARM AND LIVABLE QUALITY • FURNITURE FOR YOUR CHILDREN'S CHILDREN

ONE OF THE OAK SERVICE BUREAU ADVERTISEMENTS WHICH WILL ATTEMPT TO POPULARIZE OAK AGAIN

would make up a ten-piece dining room suite and display it. The other provisions of the agreement were simple. Berkey & Gay were to advertise the suite and the Oak Service Bureau was to place its advertising, pointing out the merits of oak as a furniture and finishing wood, on pages opposite the Berkey & Gay copy. According to J. H. Townshend, executive vice-president of the Hardwood Manufacturers Institute, this is the first time in the advertising of lumber

*All the
Big
News
Services*

Associated Press
United Press United News
International News
Consolidated Press
North American
Newspaper Alliance
Washington
News Bureau
Chicago Market
News Bureau
400 exclusive Iowa
correspondents

DES MOINES REGISTER AND

Daily Circulation is now constant in

*All
the
Big
Features*

Darling's cartoons
Briggs' cartoons
Webster's cartoons
Brisbane's "Today"
Your Baby and Mine
The Nebbs
Bringing Up Father
Mutt & Jeff
Barney Google Ella Cinders
Abie the Agent
Our Boarding House
Salesman Sam
Tillie the Toiler
Fontaine Fox

and the other best features from every
leading syndicate service

IND TRIBUNE-CAPITAL

ions in excess of 200,000 copies

funds wonder when, if ever, the wheels are going to start turning. One hundred per cent co-operation, always aimed at, is seldom obtained. The Oak Service Bureau's effort differs from that of many associations in that it has concerned itself with getting something more tangible than an idea before attempting to carry on any intensive campaign to its own members. Now, with a record of some accomplishment, it can go to the lumberman and solicit his support with the expectation of getting a careful hearing. By scheduling its advertising so that it will occupy a page facing the Berkey & Gay page, the bureau has also done something worthy of comment. This arrangement has the effect of a double-page spread working for the producer of raw material and the manufacturer of the finished product. The impact on the reader is far greater, it would seem, than that to be obtained through the use of separate and isolated pages.

Iowa Publishers Elect

John W. Carey

John W. Carey, of the *Sioux City Journal*, was elected president of the Iowa Press Association at its annual meeting which was held recently at Des Moines. W. C. Jarnigan, of the *Storm Lake Pilot-Tribune*, was elected vice-president. O. E. Hull, of the *Leon Reporter*, was re-elected secretary, and Howard Rann, of the *Manchester Press*, was elected treasurer.

The following directors were elected: M. L. Curtis, *Knoxville Journal*; F. M. Abbott, *Osceola Sentinel*, and Ralph E. Overholzer, *Red Oak Express*.

Show Case Account for Atlanta Agency

The National Show Case Company, Columbus, Ga., manufacturer of store fixtures, is addressing a campaign to store fixture users in eight Southern states, featuring its service in store planning and designing. Gottschaldt-Humphrey, Inc., Atlanta advertising agency, has been appointed to direct this campaign.

A. D. McIlvaine Joins Gardner Agency

A. D. McIlvaine, formerly with the United States Gypsum Company, Chicago, has joined the copy staff of the Chicago office of the Gardner Advertising Company, Inc.

S. H. Disston to Address Export Managers

S. Horace Disston, vice-president of Henry Disston & Sons, Inc., will be a speaker at the annual convention of the Export Managers Club of New York, on "The Relation of Export Sales to Major Policies of the Business." His talk will take place during the afternoon session of the meeting which will be held at the Hotel Pennsylvania on March 22.

At the morning session, of which E. B. Filsinger, Lawrence & Company, will be chairman, the following men will speak: A. Schoonmaker, Bourne Fuller Company, "The Export Manager as a Sales Builder"; V. E. Parmenter, Dennison Manufacturing Company, "Sales Research in Planning Selling Abroad," and E. A. Emerson, vice-president, The Armco International Company, "The Export Salesman—Fixing His Task and Organizing His Time."

J. S. Wolf, treasurer, of the Standard Varnish Works, is chairman for the afternoon session. At that time, talks will be made by C. C. Martin, manager of sales and advertising, National Paper & Type Company, on "Credit to Foreign Buyers as a Sales Asset"; Mr. Disston, and Carl H. Greene, of Harold F. Ritchie & Company, Inc., on "The Place of Publicity in Export Selling."

Gerard Swope, president of the General Electric Company, will speak at the banquet to be held at the close of the convention, at which W. R. Cummings, president of the club, will be toastmaster. P. B. Deane, general sales manager, York Safe & Lock Company; Silas H. Strawn, chairman of the board, Montgomery, Ward & Company, and Vilhjalmur Stefansson, the Arctic explorer, will also be heard at the banquet.

"Beach and Pool" Appoints

J. M. Buckley

James M. Buckley has been appointed special advertising representative of *Beach and Pool*, a new magazine devoted to bathing beach and swimming pool interests, published by the Lightner Publishing Corporation Chicago.

Shumway Agency Elects

W. K. Munroe, a Director

Walter K. Munroe has been elected a director of the Franklin P. Shumway Company, Boston advertising agency, with which he has been associated for seven years.

Pacific Coast Steel Company Plans Campaign

The Pacific Coast Steel Company, Seattle, is planning a territorial campaign in business papers and magazines. The M. V. Mackay Company, Seattle, advertising, has been appointed to direct this campaign.

Death of A. H. Scott, President, Scott Paper Company

Arthur Hoyt Scott, president of the Scott Paper Company, Chester, Pa., Scott Tissue products, died February 26 at Philadelphia, at the age of fifty-two. He succeeded to the presidency of the Scott Paper Company in 1920 when his father, E. Irvin Scott, retired.

Mr. Scott was a firm believer in the importance of advertising in establishing an identity for quality products and adhered to this policy in the building of the Scott Paper Company.

His love for flowers brought him much prominence. He was one of the founders of the American Peony Society and was later treasurer of that organization. At the time of his death, he was treasurer of the American Iris Society.

Mail Association to Hold Regional Convention

The International Mail Advertising Service Association will hold a regional convention of representatives from the entire Eastern territory at the Hotel Pennsylvania, New York on March 19. The meeting will be held under the auspices of the New York Mail Advertising Service Association, of which George A. Coyne, of Coyne & Company, Inc., is president. The business session of the convention will take up recent developments in mail advertising.

M. B. Sands to Direct Dictaphone Sales

Merrill B. Sands has resigned from The Erickson Company, Inc., New York, to become general sales manager of the Dictaphone Corporation, also of New York. This change follows the election of Leon C. Stowell as president, which is reported elsewhere in this issue.

Mr. Sands has been associated with the Erickson agency, of which he was an account executive, for the last eight years.

Scripps-Howard Appointments

Peter Hamilton, formerly business manager of the Fort Worth, Tex., *Press*, has been made business manager of the Oklahoma City *Oklahoma News*, succeeding Leslie L. Rood, resigned. Ralph Henderson has been appointed business manager of the Fort Worth *Press*. He was advertising manager of the Houston *Press*.

New Appointments on "Judge"

C. Stuart Heminway and Reginald L. Cary, both of the staff of *Judge*, New York, have been advanced by E. R. Crowe & Company, Inc., which is its advertising representative. Mr. Heminway becomes Eastern advertising manager and Mr. Cary, Western advertising manager. C. Lawrence Sheldon continues as advertising manager.

G. E. Hathaway Heads Eleventh District

G. E. Hathaway, of the Hathaway Advertising Agency, was elected chairman of the Eleventh District of the International Advertising Association, at its annual convention which was held at Greeley, Colo., on February 25 and 26. This district includes Colorado, Utah, Idaho, Wyoming, New Mexico, Arizona, and Nevada.

Other officers elected were: Vice-chairman, Joseph E. Moorhead, assistant publicity manager, Mountain States Telephone and Telegraph Company, Denver, and district secretary, R. Gifford Gillaspay, Hathaway Advertising Agency, Colorado Springs.

"American Printer" Bought by M. C. Robbins and Associates

M. C. Robbins and his associates have purchased the *American Printer*, New York, from the estate of the late Matthew J. O'Neill, whose death was reported early in February. Mr. Robbins is publisher of *Gas Age-Record*, *Advertising and Selling* and other publications. The *American Printer* was established in 1885.

Champion Chemical Company Appoints Dayton Agency

The Champion Chemical Company, Springfield, Ohio, manufacturer of funeral directors' sundries and supplies, including metal burial vaults, has appointed The Geyer Company, Dayton, Ohio, advertising agency, to direct its advertising account.

Joins T. S. Simms & Company, Ltd.

Percy Woodley, who recently conducted an advertising service at St. John, N. B., has joined the staff of T. S. Simms & Company, Ltd., Fairville, N. B.

Appoints Glazer & Marks Agency

The Winthrop Furniture Company, Boston, has appointed Glazer & Marks, Inc., advertising agency of that city, to direct its advertising account.

A. L. Sigmund Joins Allen Business Papers

A. Lloyd Sigmund, for the last two years advertising manager of the Great Neck, N. Y., *News* has joined the Allen Business Papers, Inc., New York.

Gillette Net Earnings Up

The Gillette Safety Razor Company, Boston, reports net earnings for 1926, after charges and taxes, of \$13,311,412, against \$12,089,857 in 1925.

Individual Homes—

the best way to
measure your
Boston Market



BUILDING materials—house furnishings and equipment—these are products that must be sold to *individual homes*.

The average house compared with the average apartment has two more mouths to feed—three more rooms to furnish. No wonder the advertiser measures his

market by this larger buying group.

This very situation sometimes causes the advertiser in large cities to pick a paper with a large "outside" circulation. But this "country" circulation frequently is misleading. It may consist of small hamlets—or it may be large cities.

The Boston *The Globe*

Audited Net Paid Circulation for Year ending

How the Boston market with its large proportion of homes differs from other great cities

BOSTON is unique among large cities because of its large percentage of individual homes.

Take Municipal Boston—the most concentrated part of the city. Here only 65% of the population are apartment dwellers against an estimated 97% in Manhattan.

And Municipal Boston is less than half the true "City" of Boston. Within the Clearing House Parcel Delivery area, comprising 22 cities and towns (exclusive of Municipal Boston) we find the astonishing average of 72 homes per 100 families.

When we extend the radius to 30 miles ("city" and "suburban" circulation) the proportion rises still higher—80 homes for every 100 families.

Here is where the Globe's circulation is strongest

Here, then, is a gigantic market of 2,716,000 people—offering rich pos-

sibilities for advertisers of furniture, paints, wall boards, furnaces—as well as food and clothing.

73% of the Sunday Globe's circulation is distributed within this city and suburban area. There the Sunday Globe leads in 91 cities and towns—almost three times as many as its nearest competitor. And in this same area the percentage of the Daily Globe's circulation is even higher—81%.

The Globe has gained this leadership because it is primarily a *family* paper. The large amount of space and excellent features devoted to the house—and to children make the Globe a paper that appeals to that group of Boston people who live in their own homes.

The Globe covers a cross section of people that represent Boston's best buying power. It appeals to all classes—without regard to race, creed or political affiliation.

To put your message before the people who make up this great home market you must use the Boston Globe first.

Our booklet "The Individual Home—the best market for any advertiser" contains complete and interesting information about Boston homes. Write for it on your business letterhead.



Globe

sells *Boston*

March 31, 1926—Daily 278,988 . . . Sunday 325,324



Covered by

The Birmingham News

*Having reached the first
100,000 Circulation in
Alabama~The First State in the
South, and with a dominant
concentration in Birmingham-
The South's Richest Industrial
Center--The News has adopted
the foregoing symbol-a graphic
portrayal of its prestige in the
territory it serves*

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

Reasonable Prices Are No Defense for Price Fixing

Supreme Court Rules That Because Prices Are Reasonable It Does Not Follow That Agreements to Fix Prices Are Legal

*Washington Bureau
of PRINTERS' INK*

AN agreement to restrain trade cannot be defended by proof of the reasonableness of the prices fixed, according to a decision of the Supreme Court of the United States last week. The decision is the result of a criminal prosecution by the Government of the Trenton Potteries Company, twenty individuals, and twenty-two corporations. The defendants were convicted in the District Court for Southern New York for violating the Sherman Anti-Trust Law. The indictment was in two counts. The first charged a combination to fix and maintain uniform prices for the sale of sanitary pottery, in restraint of interstate commerce. The second charged a combination to restrain interstate commerce by limiting sales of pottery to a special group known to the defendants as "legitimate jobbers."

On appeal, the Court of Appeals for the second circuit reversed the judgment of conviction on both counts, on the ground that there were errors in the conduct of the trial. The Government then appealed the case to the Supreme Court, which reversed the judgment of the Circuit Court of Appeals and reinstated the judgment of the District Court. However, two justices dissented, and one took no part in the consideration or decision of the case.

While there are many decisions cited in the final judgment, and much ground is covered of a technical nature, it appears that the principal question concerns the reasonableness of the prices fixed. The decision states that only those restraints upon interstate commerce which are unreasonable are prohibited by the Sherman law was the rule laid down by the opinions of the Supreme Court in the Standard Oil and tobacco

cases. "But it does not follow that agreements to fix or maintain prices are reasonable restraints and therefore permitted by the statute, merely because the prices themselves are reasonable."

Reasonableness, the decision states, is not a concept of definite and unchanging content, and its meaning necessarily varies in the different fields of the law, because it is used as a convenient summary of the dominant considerations which control in the application of legal doctrines. The decision then continues:

"Our view of what is a reasonable restraint of commerce is controlled by the recognized purpose of the Sherman law itself. Whether this type of restraint is reasonable or not must be judged in part at least in the light of its effect on competition, for whatever difference of opinion there may be among economists as to the social and economic desirability of an unrestrained competitive system, it cannot be doubted that the Sherman law and the judicial decisions interpreting it are based upon the assumption that the public interest is best protected from the evils of monopoly and price control by the maintenance of competition."

AIM OF PRICE MAINTENANCE

The decision then sums up, in large measure, the subject of price maintenance. It holds that the aim and result of every price-fixing agreement, if effective, is the elimination of one form of competition, and that the power to fix prices, whether reasonably exercised or not, involves the power to control the market and to fix arbitrary and unreasonable prices. The decision also points out that reasonable prices fixed today may become unreasonable prices tomorrow; that, once established, they may be maintained un-

changed because of the absence of competition secured by an agreement, and continues:

"Agreements which create such potential power may well be held to be in themselves unreasonable or unlawful restraints, without the necessity of minute inquiry whether a particular price is reasonable or unreasonable as fixed and without placing on the Government in enforcing the Sherman law the burden of ascertaining from day to day whether it has become unreasonable through the mere variation of economic conditions. Moreover, in the absence of express legislation requiring it, we should hesitate to adopt a construction making the difference between legal and illegal conduct in the field of business relations depend upon so uncertain a test as whether prices are reasonable—a determination which can be satisfactorily made only after a complete survey of our economic organization and a choice between rival philosophies."

Mid-Western Advertising Managers Meet

The semi-annual meeting of the Mid-West Newspaper Advertising Managers' Association was held last week at Kansas City. Among the speakers at the meeting were F. R. Geneva, of the Des Moines *Register and Tribune-Capital*, and S. H. Kelton, of the Houston *Chronicle*.

The Mid-West association is made up of representatives from papers in Minnesota, Iowa, Nebraska, Kansas, Missouri, Arkansas, Oklahoma and Texas, the section known as the Missouri Valley.

New Accounts for Montreal Agency

The Phenix Cheese Company Ltd., Montreal, has appointed National Publicity, Ltd., advertising agency of that city, to direct its advertising account. Newspapers will be used.

Alphonse Raymond, Montreal, jams and pickles, has appointed National Publicity, Ltd., to direct his advertising account. Magazines and newspapers will be used.

Bloomington "World" Appoints A. E. Clayden

The Bloomington, Ind., *World* has appointed A. E. Clayden, Inc., publishers' representative, as its national advertising representative.

"Printers' Ink" Reference Lists Save Time

THE BUREAU OF BUSINESS STANDARDS,
INC. OF THE SHAW PUBLICATIONS
CHICAGO, ILL.

Editor of PRINTERS' INK:

This tardy letter is to thank you sincerely for the helpful information you sent us on January 26.

Your references directed us to the exact information we needed and saved us the time of poring over your publication aimlessly with the hope of finding something we could use.

If we can reciprocate at any time, please feel free to call on us.

THE BUREAU OF BUSINESS STANDARDS,
INC. OF THE SHAW PUBLICATIONS
ALLEN H. CENTER,
Librarian.

ONE of the services PRINTERS' INK has been performing for many years is furnishing readers with lists of references to articles on particular advertising, merchandising or sales subjects.

It is possible to prepare such lists because a cross reference index is maintained to all the articles that have appeared in PRINTERS' INK since 1909 and in PRINTERS' INK MONTHLY since the first issue.

These reference files now contain over 308,000 cards, which are filed in such a manner that special lists and bibliographies can be prepared for subscribers very quickly.

How this plan of furnishing references is helping subscribers is brought out in the letter from the Librarian of the Shaw Publications. The hundreds of other letters that come to PRINTERS' INK expressing appreciation of this service demonstrate that a file of the PRINTERS' INK Publications, when kept up to date and complete, is a very valuable business asset.—[Ed. PRINTERS' INK.

E. R. Strempel with Niagara Lithograph Company

Ernest Roy Strempel has joined the sales staff at New York of the Niagara Lithograph Company. He was formerly with The Matthews-Northrup Works, Buffalo, and later with J. W. Clement Company with which the Matthews-Northrup organization was merged. Prior to that he was on the sales staff of PRINTERS' INK.

THE
CHICAGO TRIBUNE

ANNOUNCES

THE APPOINTMENT OF

W. E. MACFARLANE

AS

ADVERTISING MANAGER

TO SUCCEED

E. W. PARSONS

WHOSE RESIGNATION BECAME

EFFECTIVE

FEBRUARY 16, 1927



Another fact—

More than a third of the 2,342 County Extension Agents — 815 according to Government reports — are employed to work with farmers in the "Heart States."

This fact, again, emphasizes the leadership of "Heart States" farmers due to Extension Department cooperation. And it points clearly to the reason why these prosperous, up-to-the-minute farmers have more modern homes, buildings and operating equipment.

E. T. Meredith, Publisher

SUCCESSFUL

"The Backbone of Most Successful Farming"

County Agents Recommend It

COUNTY AGENTS are Agricultural College graduates. They keep in close contact with farm needs and conditions. They know and recommend a farm paper on its merits.

Their frank, decisive expressions should be of value to advertising and sales executives selling in the farm market.

"We find that *Successful Farming* is among the first papers to be picked up to be read by the farmers who come into our office and find a few spare moments for reading."

"I consider *Successful Farming* the outstanding farm publication of the day."

"I believe that farmers and county agents, generally, feel that one of the greatest encouragements in their efforts is the 100% cooperation of *Successful Farming*."

"It contains more practical, worthwhile reading than any other farm publication."

"*Successful Farming* is a great service station for those who make use of it, and I am encouraging the farmers to subscribe for and read it each month."

Des Moines, Iowa

EL FARMING

fulsing Campaigns in the Farm Field"

FOR FIVE YEARS
now consecutively,
The Detroit Free Press
has sold more real estate
and helped to build more
homes in Detroit than
any other Detroit news-
paper.



That is true if the vol-
ume of real estate and
building supply adver-
tising printed in Detroit
is any criterion of the
business transacted in
those respective fields.



During these five years
just mentioned, The
Free Press has printed
the equivalent of three
hundred and eighty-five
solid pages of this sort of
advertising over that
printed by either of the
two other Detroit news-
papers.

Some of the country's
largest advertisers of
building supplies, such
as Celotex, Balsam Wool,
Flaxlinum, etc., concen-
trate their entire appro-
priations in The Detroit
Free Press.



Detroit's only morning
newspaper offers you a
coverage of three out of
every four homes in the
twenty-two best buying
districts of Detroit, and
one out of every two of
the 538,828 homes in the
Detroit-Michigan mar-
ket.

The Detroit Free Press

VERREE &

National

New York

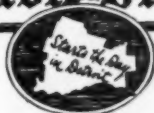
Chicago

Detroit

CONKLIN, INC.

Representatives

San Francisco



In the Days of Sunny Jim

Death of Alfred E. Rose, Spectacular Advertiser, Recalls High-Pressure Period and Sensational Methods

By Roy Dickinson

THE recent death in California of Alfred E. Rose who was known as "Sunny Jim" because of his connection with the famous "Force" campaign of twenty-five years ago, reminds old-timers in advertising of days long past, and the sensational methods of this spectacular advertising man of another generation.

In the same year that the famous Molineaux murder mystery was front-page newspaper stuff, and when Theodore Roosevelt as President waved the Big Stick over the heads of both coal operators and miners, a man named Edward Ellsworth owned two companies in Buffalo making cereal foods. One of them made Hornby's Oats, better known as H-O and the other was a small company experimenting with a new flaked food, christened "Force" by its owner.

Mr. Ellsworth had used some newspaper advertising for a horse feed, the by-product of one of the mills. The response to this advertising and a later campaign for H-O in which Oliver Twist and the Beadle formed the border and background, inspired him to bigger and broader efforts.

Alfred E. Rose, his brother-in-law, had a stock interest in the cereal companies and from an office at 1 Madison Avenue, New York, was trying out advertising and publicity stunts which led to the Force campaign. One of these included the launching of an ambitious and expensive magazine called *Food*. It was from the

Madison Avenue office that Rose planned and placed the advertising which later made Sunny Jim the most talked about trade character in the world, a character whose subsequent history offers an interesting commentary on the dangers as well as the value of creating so sensational a trade character.

This Rose, subject of our sketch, is often confused with J. B. Rose, president of the Price Baking Powder Co., known in the "Golden Nineties" as one of the closest space buyers in the country at a time when buying newspaper space was, as Wallace C. Richardson describes it, "largely a horse trade between the buyer and the space salesman, neither of whom knew exactly what was being purchased or delivered."

Alfred E. Rose before taking up advertising had been a Baptist minister in Brooklyn.

He seems to have become as enthusiastic about converting his brother-in-law to do things in a big, broad way, regardless of expense, as he had formerly been in showing sinners the evil of their ways.

Having so enthusiastic a relative to handle his advertising later cost Ellsworth much money, as we shall see.

Mr. Ellsworth, the owner of H-O and brother-in-law of Alfred E. Rose, after he had named the product and adopted a trade-mark which showed two blacksmiths beating at an anvil, tried out his



THE LATE ALFRED E. ROSE, FROM A PHOTOGRAPH TAKEN IN 1902

new product, Force, on a list of physicians and consumers. Then in advance of the advertising which he intended at first to confine to medical papers, he ordered a great quantity of the new product turned out, and through his sales force placed it with jobbers. He asked his salesmen to get a list of families from every grocer and adopted a form letter and coupon plan, by which the coupon and 5 cents would entitle the consumer to a 15-cent package.

In the meanwhile, Rose in New York and his associate, W. B. Hunter, formerly advertising manager for the Lackawanna Railroad, were working on plans which included street cars in addition to medical journals. Sunny Jim, who was really not one trade character but two, a pessimist and an optimist separated by a jingle, came into the picture almost by accident and caused important changes in the original plan.

Hunter was commissioned by Rose to buy some drawings for possible car cards to submit to Ellsworth for his approval. He secured a list of artists and asked them to come to see him at his office. Among others was a young girl who had come a few years before from Virginia to New York. Her name was Minnie Maude Hanff. "What sort of pictures do you draw?" Hunter asked her.

"I'm not an artist," replied the young lady.

"What do you do then?" asked Hunter, wondering how her name had ever gotten into his list of artists.

"I write jingles," said Miss Hanff.

Now Hunter, as he later said, had always been opposed to poetry of all sorts, especially jingles.

But the young lady, hearing the wings of opportunity beating in the distance, insisted that her jingles were different.

When it was objected that a skilled advertising artist and writer was wanted, Miss Hanff made the classic rejoinder: "Well, I may not know anything about advertising but I do know human nature."

Hunter, after consulting Rose, felt it only fair to tell the insistent

young person that they wanted, in the manner of advertisers of all times, "something new and entirely different." The interview ended, tradition has it, with the remark made by Hunter, "All right. Do us a good jingle."

She proved that she did know human nature by going up to her flat on Ninety-sixth Street and considering the matter from this point of view, as she later told it to a PRINTERS' INK reporter:

"Most of the advertising I had read talked of cereals as though they were patent medicines. There was too much about their building up the nervous system and all that sort of thing, don't you know. I was determined that I would break away from the doctor's prescription style and put in a little human interest and imagination. I would keep to the old idea but in a new way. The new food would cure the blues, but how?"

Later on, in that February day in 1902, we can picture Miss Hanff getting in touch with a mysterious young "society girl" only sixteen years old—Dorothy Ficken—who had drawn illustrations for the children's jingles Miss Hanff had been writing for newspapers. We see the two young women puzzling out the problem and the sudden flash of inspiration. For as Miss Hanff said:

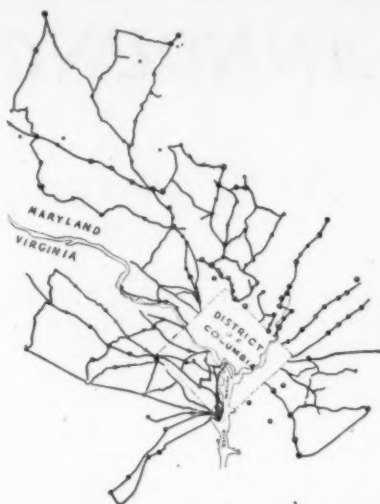
"As soon as we had decided on a man who had the blues, who was made cheerful by eating Force, Jim Dumps and Sunny Jim came into being and I wrote the first dozen jingles in two hours."

Miss Ficken did the first illustrations and the following day Sunny Jim was submitted to Messrs. Rose and Hunter. So far as this writer can discover by diligent search among the old records, here is the first jingle submitted:

Jim Dumps was a most unfriendly man
Who lived his life on the hermit plan.
In this gloomy way he'd gone through
life.

And made the most of woe and strife.
Till Force one day was served to him.
Since then they've called him Sunny
Jim.

Rose and Hunter, though both were opposed to poetry, were entranced. They submitted the new and original idea to Ellsworth, also



The Washington Market Includes—

not only the District of Columbia, with its more than half a million population—but reaches far into Maryland and Virginia with a quarter of a million more prosperous people who look to, and depend upon, Washington for their shopping place.

The above map shows The Star's suburban automobile delivery routes, supplemented by steam and electric railways, which insure prompt and direct delivery service—Evening and Sunday—into the homes in this territory.

An important market COVERED with ONE newspaper—The Star—efficiently and economically.

The Evening Star.

WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Member of
The Associated Press

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

ANNOUNCING



THE OPENING OF A NEW *Brooklyn Branch Plant*

ON January 12th, The News began operation of a Brooklyn branch plant on Pacific Street near Carlton Avenue, Brooklyn. The purpose of this branch plant is to relieve congestion in the press room of the main plant at 25 Park Place, Manhattan, and to enable us to serve Brooklyn and Queens with later editions and better deliveries.

This new branch plant will print

approximately 500,000 copies daily and Sunday, supplying Brooklyn and Queens. Its press capacity can ultimately be extended to produce more than a million copies a day if required. The cost of this plant and the ground on which it was built will exceed \$2,250,000—another substantial indication of the effort of the publishers to better the product and increase in service to the public.

THE ADDITION OF

THE *Associated Press* SERVICE

EFFECTIVE JANUARY 28th, The News was admitted to membership in the Associated Press, and that day began to use the news service of the Associated Press. This membership was secured after some years of effort and at considerable expense. ¶ ¶ ¶ The Associated Press is a world-wide news-gathering agency, co-operative in its ownership and maintenance. It has at least one member paper in every sizable city and town in the United States and Canada as well as many member papers abroad. All members share their news. Each paper's news is forwarded to a local Associated Press bureau, which in turn transmits the news to other bureaus, which serve local papers. ¶ ¶ ¶ In addition to the Associated Press, The News is also served by the United Press, the Standard News, the Chicago Tribune cable and wire service, and some hundreds of exclusive correspondents. The Associated Press membership is, however, an additional protection and extra precaution to keep our news department thoroughly informed at all times. The acquisition of this service is simply another indication of the policy of The News to improve continually and to extend its usefulness to its several million readers. ¶ ¶ ¶

THE addition of Associated Press Service, by the way, does not mean that the paper's page size will be increased. Our circulation convinces us that the size suits our readers. As the pioneer in compact journalism, we will leave the production of larger and fewer papers to our contemporaries.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK.

an anti-poetry man, and he too became enthused at the two-sided trade character. Thus Jim Dumps and Sunny Jim came to join the other trade characters of the period, among which the best known were the characters in Spotless Town, the boy and the geese of Omega Oil, the Wool Soap babies and the Pettijohn Bear, with his irritating puns.

Such was the optimism of the American public of that time that Jim Dumps, though featured as much as Sunny Jim, was ignored and the latter taken to the public's heart so rapidly and completely that he soon became "as well known as President Roosevelt or J. P. Morgan."

The tremendous and sensational campaign which then started, used up jingles at a great rate. Though Miss Hanff had said, "I felt as though I could carry on such a series forever," things didn't work out that way. Sunny Jim's creator was swamped by Rose and Hunter with requests for more and couldn't turn them out. Earnest Elmo Calkins wrote hundreds of the jingles, and when he became tired, the aid of other well-known writers was sought. Jingles were thus written by Oliver Herford, Madison Cawein, Carolyn Wells and many others. Two different artists later made the pictures. Sewell Collins sketched them in pencil and then Earl Horter did them over in ink with his "marvelous, clean, simple line," as Mr. Calkins describes it, so that the illustration would reproduce well under the conditions of newspaper printing.

SUNNY JIM'S DEBUT WAS IN 1902

The advertising campaign which made Sunny Jim famous was probably the most sensational and startling which had appeared up to that time, and it is certain it could never be put over in just that way again. Sunny Jim and his jingle first appeared in March, 1902, in full-page space in a list of Sunday newspapers. The sum of \$25,000 was spent in this try-out.

Nothing sensational happened at once after the try-out, but a month later sales of the Force Food Company doubled in thirty days and

another factory was taken over to turn out the product faster. Then Rose contracted for a really sensational campaign.

He took up with 865 newspapers the plan of running a Force advertisement all the way across the columns of the paper, on the front page if he could get it, in red ink, if they would take it that way. For this space he offered to pay double, triple and even quadruple the card rates.

Many papers which had never run an advertisement on their front pages before, accepted the contract at a high rate, others put it on page two or page three across the whole bottom of the page in red ink. Other papers were added and the two Jims with their jingles were seen by people in Canada, England, France, Holland and Germany, as well as the United States. Almost a million dollars' worth of space was contracted for, every street car in the country was used. The expansion of the company was hectic. Mr. Rose, interviewed by a PRINTERS' INK man in June, 1902, was quoted as saying:

"Mr. Ellsworth has already spent a fortune on Force and is so well satisfied with the results, he will probably put a new product on before long. He will spend more. It is characteristic of the man that he does not care about cost if returns appear probable."

The added factories hummed with activity and Sunny Jim became a famous international character, the subject of cartoons and vaudeville skits, the object of general conversation.

Rose, Hunter and Ellsworth planned to take the tide of popular approval and ride on to fortune, with numerous other products and by-products of the several factories which were now running double shift. New cereals, and Presto, a self-rising flour for biscuits and pancakes, followed in quick succession. Things at 1 Madison Avenue moved at a rapid pace. As PRINTERS' INK for October 15, 1902, said:

"The extent of the operations afoot at No. 1 Madison Avenue not only outdoes tradition but transcends belief."

Advertisements for Presto had appeared in the middle of September. They, like the Force copy, ran across the page, often in red ink. More than 1,000 daily papers were now being used by Rose, who placed much of the advertising in his capacity as an advertising agent, the rest as a factory representative of the Force Food Company, the H-O Company and others of Ellsworth's industries.

In more than 100 newspapers which had never run advertising in such position before, space was secured on the front page. Cost was no object. No less than twenty of these papers were running the copy in red ink. Five million booklets were sent out to names furnished by grocers, with a 5-cent rebate coupon.

Miss Hanff, Sunny Jim's creator, was riding high, for although the advertising and its methods were being severely criticized by many of the conservatives, it looked as though the copy were going over in a big way.

PRINTERS' INK said editorially about the copy:

"The campaign has sold goods because it would be next to impossible for anyone to publish anything for a needed product in a similar amount of space and not get a return."

James H. Collins, interviewing Miss Hanff for PRINTERS' INK, was somewhat high-hatted by the proud creator of the copy. Her favorite jingle, she told him, was:

Jim Dumps a little girl possessed
Whom loss of appetite distressed.
I des' 'tant eat, the child would scream,
Jim fixed a dish of Force and Cream.
She tasted it—then joy for him
She begged for more from Sunny Jim.

She closed the interview with the following modest remarks:

"Yes, Jim Dumps was my first real advertising work. We went into advertising together, so to speak. While my education has been meagre, I have a natural instinct for writing. It has always been a sort of gift, don't you know."

Her educational lack in one respect was remedied soon after by a startling event. Ellsworth was

putting all his returns on the sales of Force into new ventures. Trick puzzles which entitled the child who solved them to a "beautiful watch" was one of them. Sales didn't keep up with the selling expenses. People began to wonder how long the pyramid of sales returns being built by Ellsworth in his gamble for high stakes could continue. Bills piled up. Makers of watches, special agents, newspapers, all wanted their money. The whole dizzy structure began to topple and then collapsed and the numerous companies were taken over by their creditors.

PRINTERS' INK of July 1, 1903, mentions the matter of the large number of unpaid advertising claims for the sensational campaign. Since contracts had been made in two ways, lawyers were interested both in the Buffalo offices and the famous office at 1 Madison Avenue, now inhabited only by "a bright, intelligent boy who is willing to answer questions to the best of his knowledge."

Not long after the crash, M. Lee Starke, New York special agent, was interested in trying to get an attachment on a handsome house in Lowell, Mass. The house was owned by Alfred E. Rose who, through his real ability as a salesman and space buyer, had established a connection with the J. C. Ayer Company of Lowell at the then unusual salary of \$25,000 per year. Again he put over a huge advertising deal by purchasing thousands of Century Dictionaries and making contracts with newspapers for large space for the J. C. Ayer advertising, payable in Century Dictionaries—this space to be in addition to the regular Ayer campaign payable in cash. At Lowell, Mr. Rose lived in more lavish style than the owner of the business. It is said that Mr. Ayer, becoming somewhat jealous of the talk and sensation his employee caused throughout New England by his habit of driving to the office every morning behind a handsome tandem team, brought about a situation which lost him an advertising manager.

Later Alfred E. Rose, becoming



A definite service to National Advertisers a service rendered by men who KNOW merchandising and advertising in all its phases by men who are DIRECT REPRESENTATIVES of their various newspapers by men thoroughly familiar

Rodney E. Boone
9 E. 40th St. Ne

H. A. KOEHLER
929 Hearst Bldg.
Chicago

K. J. NIXON
82 Marietta St.
Atlanta, Ga.

L. C. BOONE
Book Tower Bldg.
Detroit

Chicago American
Detroit Times

Boston American
Boston Advertiser

with the respective markets covered by the newspapers in this group.....

* * * *

There, in brief, is the story of this sales organization, representing, as it does, the newspapers listed below in the National Field.

Because it is rendering an intelligent, helpful service this organization has grown to the point where offices are now maintained in seven of the principal cities, making it possible to contact advertisers in every section of the country.

When a representative of this group calls, SEE HIM. He'll pay you well for the time you give him.

General Manager National Advertising
New York

S. B. CHITTENDEN
5 Winthrop Square
Boston

F. M. Van GIESON
541 Monadnock Bldg.
San Francisco

FRED H. DRUEHL
136 St. Paul St.
Rochester, N. Y.

Albany Times-Union Syracuse Journal
Rochester Journal Wisconsin News

more conservative as times and customs changed, but always displaying daring ability and the charming personality which all who remember him still mention as his chief characteristics, moved to Minneapolis where for many years he was connected with Cream of Rye and other cereal concerns.

Subsequently he moved to Chicago where for many years he was head of Alfred E. Rose and Associates, and two years ago in failing health, went to California where he died.

Sunny Jim, his most famous character, had a varied experience after the crash which followed the first great enthusiasm for him and his jingles.

John E. Kennedy took up the advertising for the reorganized company, and Sunny Jim was relegated to one corner of the advertisements, in which nitrogen came in to take Mrs. Sunny Jim's place, carbohydrates replaced the mother-in-law and the little girl with no appetite was replaced by gluten. The new copy took up the influence of brains in ruling the world. Pictures of Bismarck, Napoleon, Carnegie, Lincoln and Grant were used as display and the copy stressed "the science of digestion and nutrition." Poor Sunny Jim became an onlooker, then merely a tie-up trade-mark. He was called a failure. It was said that by being two people in one advertisement he violated Aristotle's principles of Unity. And yet much is to be said even now in Jim's favor. Henry P. Werner, present president of the H-O Company, maker of Force, has told PRINTERS' INK that Force still has a large sale, that Sunny Jim is still on the package, and that sales are slowly increasing. Sunny Jim has come back as an advertising character to the extent at least that he is being used in advertising abroad, and export sales are increasing. He was never fired by the company, Mr. Werner says.

He is still proving his worth by selling goods. He is not a failure, and is even today considered by the company as one of its most

valuable advertising assets because he is still producing a large annual return.

He merely couldn't carry on his own frail shoulders in those early, hectic days, the whole load of management, the pyramiding of other companies, the financial burden.

Who knows then, whether Sunny Jim may not come back in a milder way to build sales again for Force in this country as he is now doing abroad?

Perhaps Nathalia Crane, Edna St. Vincent Millay, Berton Braley or Edgar Guest might write new jingles which would in turn jingle the cash registers of retail grocers on increased sales of Force.

Then, too, yesterday a man who should know, gave me another angle on Sunny Jim. He is a well-known newspaper man and has studied carefully trends and tendencies in newspaper features, how they started and came about.

"Don't you know," he asked when he heard I was writing of the smiling man of many jingles, "that Sunny Jim started the comic strip?"

No, I didn't know and don't know yet if it is literally true.

But if he did, he certainly left his impression on American customs and habits in a way that can't be laughed off.

Postum Cereal Reports Sales and Net Profit

The Postum Cereal Company, New York, and subsidiaries, Post Toasties, Postum, Grape Nuts, Jello, etc., reports for the year ended December 31, 1926, sales of \$46,896,274. Net profit, after charges and Federal taxes, amounted to \$11,317,442. This profit excludes profits prior to date of acquisition of subsidiary companies acquired during the year.

J. N. Smith, Treasurer, Boston Woven Hose & Rubber

The Boston Woven Hose & Rubber Company, Boston, has appointed J. Newton Smith as treasurer, succeeding the late George H. Burgess. W. L. Larkin will continue as assistant treasurer.

Theodore P. Smith has been added to the sales staff of the New York office of Howland and Howland, publishers' representatives.

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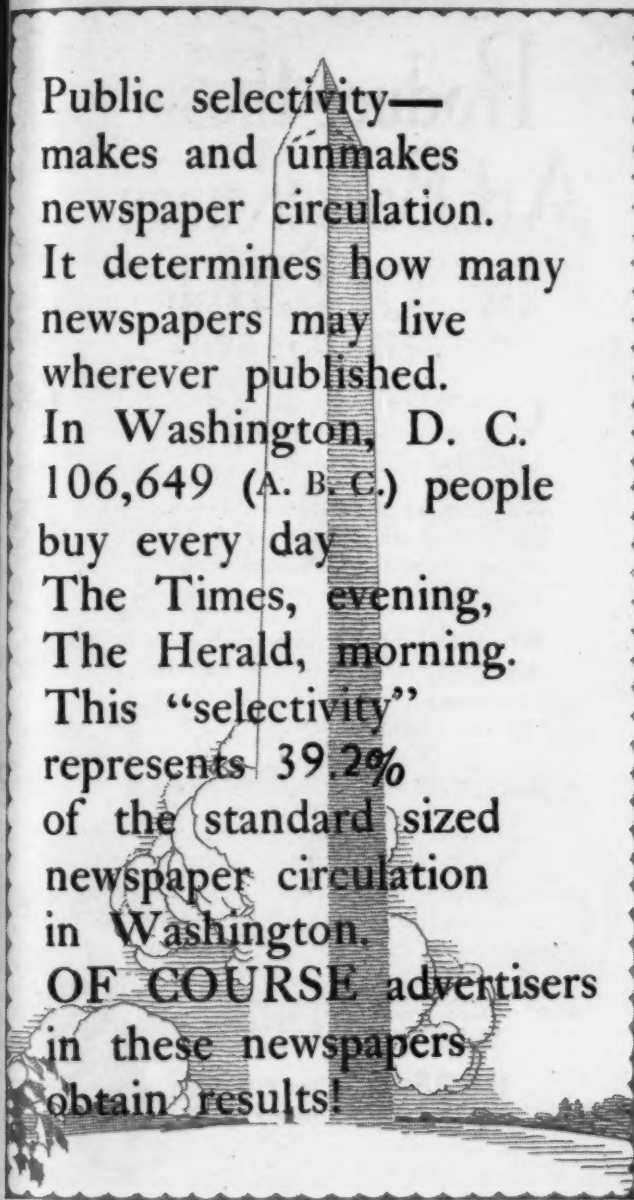
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Public selectivity—
makes and unmakes
newspaper circulation.
It determines how many
newspapers may live
wherever published.

In Washington, D. C.
106,649 (A. B. C.) people
buy every day

The Times, evening,
The Herald, morning.

This “selectivity”
represents 39.2%
of the standard sized
newspaper circulation
in Washington.

OF COURSE advertisers
in these newspapers
obtain results!

Produce those Art Backgrounds by **OFFSET** LITHOGRAPHY

COMPETITION requires that you impress your prospects with the qualities of your product.

But, do it by modern means—not by words which move slowly—rather, by art backgrounds which paint the picture instantly.

Rely upon **OFFSET** Lithography for this work. **OFFSET** color blends give your product this important setting that helps to sell.

Call in an Offset Salesman

Lithographers, handy to you, operate **OFFSET** presses. Their salesmen stand ready to show samples and to make suggestions based upon experience.

Published in the interests of More Effective Advertising by the Harris-Seybold-Potter Co., manufacturers of **HARRIS** and **POTTER** Offset Presses.

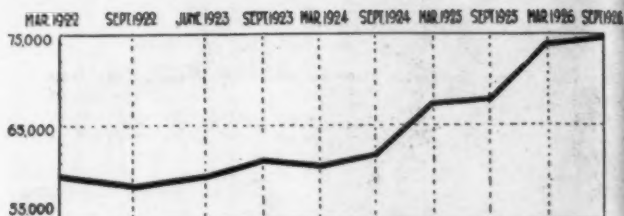
HARRIS
offset presses

The **POTTER**
Rotary Offset



*Art background subject courtesy of
the Pierce-Arrow Corporation.*

The Growth of an Oak



Week-day circulation of The Dallas Morning News by A. B. C. audit periods for the last four years

TODAY the week-day circulation of The Dallas News is about 25% greater than four years ago. Steady, un-forced growth—the oak tree kind that comes, by natural right, to fine old institutions that keep always young.

* * *

For a paper like The News—conservative, exacting, long-established in leadership, such growth has the highest significance. It represents new advertising power, but above all it is a

sweeping popular tribute to the *old* power.

* * *

Four years ago The News carried more national advertising than all other Dallas papers combined. The same is true today. Progress protects predominance.

* * *

A specially attractive combination rate (optional) for The News and The Dallas Journal makes these papers the best "buy" for two-paper advertisers. One order and one handling will do for both.

The Dallas Morning News

Dallas is the door to Texas

The News is the key to Dallas



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Adler Also Believes in Personal Instruction for Clerks

But Work of Salesmen-Teachers Is Supplemented by Booklet Outlining Clothing Talking Points

By Philip F. Adler

Advertising Director, David Adler & Sons Company

[EDITORIAL NOTE: Every manufacturer who has gone into the problem at any length knows that the development of the clerk is a harder job than is the educating of the retailer—which, in itself, is no small task. To bring out some helpful new thoughts on the subject we have asked certain leading manufacturers who have been foremost in developments of this kind to write their views and experiences for the benefit of our readers. One article appeared in last week's issue. It was written by B. W. Thayer, vice-president of the Minneapolis Knitting Works, and was entitled "Making a Salesman Out of a Store Clerk." The present article was written after Mr. Adler had read Mr. Thayer's story.]

IN general, I agree with Mr. Thayer's idea that the personal method of teaching clerks how to sell one's merchandise is the best. All our salesmen, therefore, have specific and detailed instructions to do every possible bit of missionary work along this line.

It is not at all difficult completely to sell a buyer on a line of merchandise. He thinks in the necessary terms and can readily appreciate the desirable features of any commodity in which his department or store may be interested. If he were otherwise constituted he probably would not be a buyer. But, unfortunately, the buyer is sometimes not so good at teaching as he is at learning. He does not pass along to his salespeople the technical information about the merchandise that they ought to have. This omission may be due to lack of vision or perhaps to an insufficient estimate of the store salesperson's capacities. Anyway, the instruction is not given.

This is why our salesmen are made to understand that their job is not complete when they sell a buyer some of our clothing. They must counsel with him as to the best means of selling it and they

must get out on the floor (always with the necessary permission, of course) and try to give the store's salesmen a proper estimate of our clothing.

Necessarily, this cannot be done all at once. But if a salesman works on a consistent, systematic plan, he can impress one or two important points upon the clerks in the department each time he calls on the store.

But the selling of clothing is different from that of many other items because the wearer knows perhaps less about it than of any other thing which he buys. Hence, the personal work of the salesman has to be supplemented by printed matter summing up the salient talking points.

The average man, when he enters a store to pay from \$35 to \$60 for a suit of clothes, picks out the models and colors he thinks he likes. This seems to be about all he is interested in beyond asking the stock question: "Is it well made?"

On the other hand, were he to invest a like amount in almost anything else he would be careful to pick out some man or store that best knew the commodity he was purchasing and then he would go into the mechanical details most thoroughly. He might not understand them all but he would insist on the explanation and demonstration just the same. What man, for instance, would buy a vacuum cleaner, washing machine, radio or some mechanical accessory for his car or home by merely looking at it and approving the color and general appearance? Yet, very few men after having purchased anywhere from ten to fifty suits of clothes know much more about them than they

did the first time they went into stores with their fathers and mothers to have suits of clothes selected for them. They know nothing about what should be inside the suit to make it hold up, or just where additional tailoring is a necessity, or where the extra stitches start to run the price up beyond the actual wearing value received.

Yet these points are just where the clothing manufacturer wants and needs to put pressure. If he can bring about a condition where men can know the niceties of his product, his selling problem is greatly simplified. If he cannot secure a reasonable appreciation of these fine points usually known only to the expert, he cannot obtain a proper understanding of his merchandise. His clothing is looked upon merely as good, middle class or mediocre in accordance with his success in advertising himself as an institution and making his name known.

The way to get men to appreciate these points is to have store salespeople tell them. The people in the store can learn these things, in time, from the manufacturer's salesmen but this process is hardly fast enough. There could well be, as Mr. Thayer suggests, a merchandising expert in every store who could teach merchandise and selling to the clerks. But even at that, most of the responsibility devolves upon the manufacturer because after all he is the one primarily interested in and responsible for the selling of his goods.

Proceeding on this basis, we carry on a vigorous promotional and educational campaign directed specifically to clerks. We have complete mailing lists of all the clerks in our more important retail store accounts. We write them periodic letters taking up, in turn, various interesting points as to the construction of clothing and the individual garment itself, with special reference, of course, to our own line.

The letters are timed so as to coincide with seasonal trends. When twists became popular, for instance, we sent out a letter to

our clerk mailing list explaining what a twist fabric is as compared with a worsted and cassimere, and why, from a wearing standpoint, it should be encouraged.

Another letter mailed during the fall explains that a soft fabric overcoat is built for style and should be sold from this standpoint. A soft fabric overcoat is a one-season garment, but many men after paying a good sum of money for it, seemingly expect that it will wear for a couple of years. It is highly necessary, for the good of the line, that a buyer be given to understand that he cannot get a combination of style and wear in a coat of this kind. All up-to-date buyers know this but they do not pass it along to the clerks. We make certain that clerks understand it, because we do not want to have any unfair burden placed upon the reputation of our merchandise.

Then, there are certain features in Adler Collegian clothes that we regard as points of superiority. We are particularly proud of the collars, neck and shoulders of our coats and the resulting low cost of alteration. These, and others, are points in which the buyer of clothing is sure to be interested. Therefore, we take them up one by one in letters to salespeople.

BOOKLET BACKS UP MAIL CAMPAIGN

We back up the whole mail campaign with a twenty-six page booklet, size 3½ by 5½ inches, attractively printed and bound. It has the heading: "How Can You Meet Price Competition?" It is written primarily for retail clothing store salesmen, but is just as valuable to the owner or the buyer. It goes into considerable detail as to the construction of coats, vests and trousers, but the matter is presented in a form that is easily read and assimilated. On each left-hand page is a diagram of a garment with numbered arrows pointing to certain features. On the right-hand page the numbers are taken up, one by one, and the features explained. In one column on the right-hand page is a description of an Adler Collegian

suit and in the other column a nameless suit is described, thus bringing out plainly the comparative features.

The booklet compares differences in materials and in making —also, it shows by comparative diagrams the consequences of skimping in goods.

Copies of the booklet are sent from time to time in the general letters to clerks. Our salesmen always have a supply with them for distribution when needed. The little volume is extremely popular with proprietors, buyers and clerks because it presents important features of the merchandise in a way that enables them to be grasped at one "eyefull." A highly technical book would be even more valuable, I suppose, if it were carefully read and studied. But it wouldn't be. That is the difference.

Preparing advertising for our dealers to use is another place where we can do some good work in behalf of clerk education. The advertisements suggest to the public that they go in and ask our dealers and their salesmen for explanations and reasons why Adler Collegian clothes offer intrinsically better values. The dealers and clerks whom we advertise as clothing authorities necessarily must have some answers ready.

This latter feature, of course, is the same old story. If you want to get a dealer to do something have him advertise that he is doing it. Then his performance will come as a matter of course.

C. E. Percy Starts Advertising Service at Cleveland

Charles E. Percy has started an advertising business at Cleveland devoted to creative plans and copy and to auditing of advertising methods. He was at one time with The Joseph & Feiss Company, Cleveland, in general charge of sales, advertising and sales promotion work.

Appoints Allen G. Miller Agency

The Sem-pray Jo-venay Company, Grand Rapids, Mich., toilet preparations, has appointed the Allen G. Miller Company, advertising, also of that city, as advertising counsel.

A Czar Wanted to Regulate Special Weeks and Days

LOS ANGELES CHAMBER OF COMMERCE
LOS ANGELES, CALIF.

Editor of PRINTERS' INK:

From time to time in the course of a year, PRINTERS' INK tells us about this or that particular "week," such as "National Thrift Week," "National Orange Week," "Babies Week," "Boys Week," etc., etc.

Have you as yet compiled a list of such "weeks" on the basis of a calendar year, and could you give us the benefit of your compilation? If you have not done this, can you suggest any likely source from which such a list may be obtained?

LOS ANGELES CHAMBER OF COMMERCE
GUY E. MARION,
Manager Research Department.

SO far as we are aware there is no record of the various weeks and days that are advertised for special observance. At one time, an effort was made by a publishers' association to maintain such a record. The work became complicated and the plan was discontinued.

With all the special weeks and days that the public is being asked to observe by civic and charitable organizations, plus those which various manufacturers and industries promote, there is much duplication and confusion. In an article "What Dealers Think of the 'Week' Idea," which appeared in the June 24, 1926 issue of PRINTERS' INK, H. J. McGrath, advertising and sales manager of The Fair Department Store, Tacoma, Wash., pointed out that in one week the city of Tacoma was asked to observe seven different weeks:

San-Tox Week
Boys' Week
Rag Rug Week
National Music Week
Baby Week
Take-A-Picture Week
Tappan Gas Range Week

In order that our special weeks and days may be fairly distributed among those who work to promote them, it probably would be wise to appoint a Will Hays or a Judge Landis to untangle the snarl.
—[Ed. PRINTERS' INK.]

How Should Advertising Agency Salesmen Be Paid?

PORTER-EASTMAN-BYRNE Co.
CHICAGO, ILL.

Editor of PRINTERS' INK:

Has any one inquired as to the paying of commissions to advertising agency salesmen? Are there special rates established for merely introducing the client, or for closing of sales, or for contact service, or in cases where the salesmen assist in preparing copy? Are agencies generally paying commissions where the accounts cannot be collected? We believe that a general discussion of this subject would be beneficial to advertising agencies.

We have noted in a recent issue an article to the effect that one-third of the commissions or 5 per cent of the billing could not profitably be paid to a salesman for his work.

A reply by letter or in PRINTERS' INK will be appreciated.

PORTER-EASTMAN-BYRNE Co.
I. BARNARD,
Vice-President.

WHEN an advertising agency has a salesman working on commission, the usual practice is to allow him a certain percentage which may vary all the way from 30 per cent of the net to 33⅓ per cent of the gross—the latter, of course, being 5 per cent of the billing, or one-third of the agency's 15 per cent commission. In special cases the salesman's end may be even larger.

When a salesman works on this sort of an arrangement he is supposed to pay his own expenses. If he is unable to maintain himself financially until the proceeds from his business begin to come in, the agency may allow him a drawing account. When the client pays, a settlement is made and the gross amount paid to the salesman in his drawing account is deducted from his share. If the account for any reason is not collected, the agency usually does not pay the commission. Also, the salesman is then indebted to the agency in the sum that has been paid him week by week. If the agency cannot collect from the client, then, of course, the salesman has not earned his commission.

There may be exceptions to this rule. The agency may conclude that the advertising the salesman

has done for it in soliciting accounts has been worth the amount of the drawing account. But the usual plan is to have the salesman understand that he is strictly on his own. If the transaction works around to a point where he owes the agency money, he is expected to pay.

There are many agencies which will agree with the thought that 5 per cent of the billing is too much. In fact, as stated in an article by Albert E. Haase in the February 17 issue of PRINTERS' INK, the whole proposition of employing salesmen on commission is not so popular in agencies as was once the case. There are many things to be said in behalf of having a regular salaried staff, and then certain commissions or bonuses can be awarded from time to time in accordance with the character of work a man may do and the volume of business he produces.

As to Mr. Barnard's second question, this is a matter for individual arrangement between the agency and its salesmen. Such items as introducing the client, doing contact service, preparing copy or closing a sale, constitute things that should be paid for by the job, in accordance with the circumstances that may exist at the time.—[Ed. PRINTERS' INK.]

Campaign for Browning Automatic Shotgun

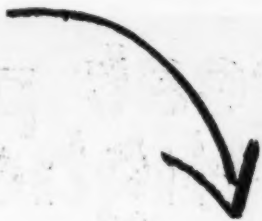
The Browning automatic shotgun, invented by the late John M. Browning, will be advertised in sportsmen's and firearm dealers' publications in 1927. The L. S. Gillham Company, Inc., Salt Lake City advertising agency, has been appointed to direct this campaign.

Appointed by Dartmouth Manufacturing Corporation

E. Bromley, recently with the Wayposet Manufacturing Company, Pawtucket, R. I., has been appointed general manager of the Dartmouth Manufacturing Corporation, New Bedford, Mass.

Seiberling Rubber Sales Show Large Gain

Net sales of the Seiberling Rubber Company, Akron, Ohio, for 1926 were \$14,920,294, an increase of \$4,350,771 over the previous year. Net profits, after charges, were \$359,117.



For the First Time— a Quality Audience Reached Every Day

- ¶ The quality of the highest class magazine.
- ¶ The display features of a full sized newspaper.
- ¶ The intimate appeal of authoritative text presented every day.
- ¶ The influence of a medium exclusive in its field.
- ¶ The national importance of the Government itself.

The United States Daily now has subscribers in more than 4,000 cities and towns all across the country.

Sell Influential America
and you sell All America.

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

New York Office:
52 Vanderbilt Avenue

Chicago Office:
London Guarantee Bldg.

Detroit Office:
General Motors Bldg.

Largest paid circulation at Highest subscription price

To-day, Hardware Age has the largest net paid circulation (A.B.C.) in its history.

It has achieved this record through superior editorial merit and despite the fact that more hardware papers than ever are given away free.

The subscription price of Hardware Age is \$3.⁰⁰ each year.

17,796
JUNE
1924

18,332
JUNE
1925

HARDWARE AGE

CHARTER MEMBER—PUBLISHED WEEKLY

circulation subscription price

Record of 72 years broken!

19,016

Net paid

DEC. 30

1926

A.B.C.

18,408

JUNE

1926

239 W. 39th St. N.Y.C.

CHAS. B. BROWN & SONS, INC. PRINTERS

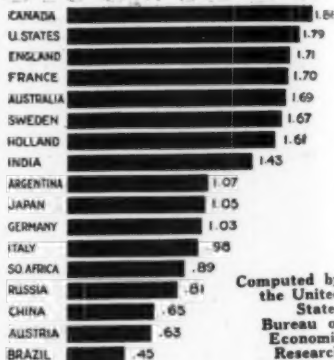
CANADA

Don't you think THE MOST PROSPEROUS COUNTRY

would be a wonderful
market for YOUR goods?

Your own agency or the
papers listed here will
give you rates, circulation
figures of newspapers
and marketing possibilities
for your goods in Canada.

YEARS OF PROSPERITY PER YEAR OF DEPRESSION



Computed by
the United
States
Bureau of
Economic
Research

The Daily Newspapers of Canada

Prairie Market

Paper	
Winnipeg, Man.....	"Free Press"
Winnipeg, Man.....	"Tribune"
Regina, Sask.....	"Leader & Post"
Moose Jaw, Sask.....	"Times-Herald"
Saskatoon, Sask.....	"Star & Phoenix"
Lethbridge, Alta.....	"Herald"
Edmonton, Alta.....	"Journal"
Calgary, Alta.....	"Herald"

Maritime Market

St. John, N. B.....	"Telegraph-Journal & Times-Star"
Halifax, N. S.....	"Herald & Mail"
Halifax, N. S.....	"Chronicle & Echo"
Charlottetown, P. E. I.	"Guardian"

Pacific Market

Paper	
Vancouver, B. C.....	"Province"
Victoria, B. C.....	"Colonist"

Quebec Market

Montreal, Que.....	"Gazette"
Quebec, Que.....	"Le Soleil"
Quebec, Que.....	"L'Evenement"

Ontario Market

Toronto, Ont.....	"Globe"
Toronto, Ont.....	"Telegram"
Hamilton, Ont.....	"Spectator"
Kitchener, Ont.....	"Record"
Kingston, Ont.....	"Whig-Standard"
Peterboro, Ont.....	"Examiner"

(All Members of A. B. C.)

Ontario Quebec Prince Edward Island
Manitoba Nova Scotia Saskatchewan
Alberta New Brunswick British Columbia

Large Campaign in New England Newspapers First Step Taken by Eighteen-Year-Old Company to Get Business from General Public

For eighteen years, this particular company has been selling its product, Oakite, a cleaner, to many different types of industries. Citrus fruit growers have used it to wash their products before they were shipped. Ice cream manufacturers have kept their equipment clean with it. So also have cheese factories and dairies. Railroad and street railway companies throughout the country have bought it to wash windows, seats and floors of their cars. Hotels and restaurants have bought it in bulk to wash dishes, cooking utensils and for general cleaning purposes. The

OAKITE
CLEANS
in Nothing Else Does

OAKITE
The Great All-Purpose Cleaner

"and costs less to use"

**At Your Grocer's
—NOW!**

Oakite is available in the solid form, in liquid form, or as a spray. It cleans everything from chrome to steel, from glass to wood. It removes grease, dirt, and grime. It leaves surfaces shining like new.

During all of this time, a steady and insistent consumer demand was showing itself. Men employed in businesses which bought Oakite would occasionally tell their wives about it. If the housewife was sufficiently inquisitive and alert to overcome the usual inertia that prevents letter writing she would ask if a small shipment could be

sent to her. Such orders came so often that the company made a special package to fill them. In the last twelve years it has received such unsolicited orders from thousands of women in different parts of the country. In some localities, the demand has grown to such an extent that retail grocers regularly stock the product of their own accord.

The company has often considered the possibilities of the consumer market. In considering it the company knew that the consumer market was undiscovered land. It knew, without being told, that selling to the consumer meant new and different problems. The task of solving those problems, it realized would take considerable time. For this reason, it has waited until it was sure that it knew as much as it could learn about the consumer market from the sidelines and from the unsolicited orders that trickled in from the public. Among other things it learned, was that Oakite had a particular appeal to orthodox Jews since it contains no animal fat. This particular information will mean that along with advertising campaigns in English language newspapers, there will be a special campaign in Jewish newspapers.

One of the most important questions that had to be decided in making plans to get the consumer market was the matter of a sales staff. It was plain that the highly trained staff of experts selling to the industrial field could not be used. Those men had become accustomed to large quantity orders. A different type of salesman would be required to handle the small volume orders on small unit packages to retailers. The next question was whether such salesmen should be obtained by hiring them as part of the Oakite organization, or whether the services of an established broker in the grocery field with a trained staff should be employed. After studying this question it was decided for a number of reasons that the services of a broker should be used.

The industrial market had been

cultivated in a slow and gradual manner. Advertising had been used. From a very modest status as an industrial advertiser, the company grew to be a user of space in about a hundred technical and business publications. The company reasoned that if such a policy of slow and gradual growth was sound in industrial advertising, it would be sound in consumer advertising. Just as it had felt its way with advertising in the industrial field, so it would feel its way in the consumer market. This policy translated into the consumer field meant the use of newspaper space by sections of the country. The first section selected, as has already been indicated was New England.

The campaign that starts in Boston newspaper space today was preceded by four weeks of selling to retailers. Each salesman carried with him a portfolio which had facsimile reproductions of letters from Boston newspapers acknowledging contracts for space and reproductions of the copy to be run in that space. The records indicate that these salesmen were able to obtain orders from 43 per cent of the retailers interviewed in the first week; 51 per cent in the second week and 60 per cent in the third week.

The manner in which Oakite Products, Inc., has handled the matter of copy for its campaign to the general public should hold interest for any other organization which, like Oakite, may seek out the general market after establishing itself in the industrial field.

The question on copy was: Should the product be advertised to housewives as a "new" cleaner, or should the record it achieved in the industrial field be advertised? It was decided to tell the story that has been told here, namely, that industries had used the product; that men had told their wives about it; that women wanted the product in the home, and that in response to that demand the product was being made available in retail grocery stores.

This story is stressed by word and picture in the early stages of

*There are three million men
of voting age in the families
of All-Fiction Field readers.*

"They Buy Everything!"



92% of the Druggist Newsdealers who
were asked the question replied:

"All-Fiction" readers are just
as good or better customers for
products sold in drug stores.



All-Fiction Field

Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO

the campaign; later specific uses are related, and still later the thought that the product saves the housewife's time is given a prominent place. In order that the product may not come to be considered as a cleaner to be used only for certain specific work, such as say, dishwashing or clothes washing, the statement is continually made in all copy that "Oakite cleans everything." Each advertisement also carries, in one form or another, a statement explaining how it differs from other cleaners.

The company has no doubt that it will succeed in winning the consumer market in New England. Its belief is so strong that it has determined to run its campaign in that section of the country for an entire year. It feels that it is justified in having such strong faith because it has taken time to determine whether or not the consumer wanted its product and because it has made a long study of the consumer market.

Crystal Chemical Company to Start Newspaper Campaign

The Crystal Chemical Company, New York, manufacturer of Z. B. T. Baby Talcum and Thyma Tussin, a toilet preparation, will begin a newspaper advertising campaign about the middle of April in Connecticut and Northern New York cities. The advertising account of the Crystal company is directed by the United Advertising Agency, New York.

Hupp Motor Sales Increase

The Hupp Motor Car Company, Detroit, for the year ended December 31, 1926, shows sales of \$50,342,606, against \$43,847,198, in 1925 and \$32,320,706 in 1924. Net profit, after charges and Federal taxes, amounted to \$3,507,628 in 1926, against \$2,919,464 in 1925, and \$1,095,160 in 1924.

Sydney, N. S., "Record" Appoints William Wolfe

William Wolfe, publishers' representative, has been appointed national advertising representative in the United States for the Sydney, N. S., *Record*.

Appoints Lindenstein-Kimball

The East Stroudsburg, Pa., *Sun* has appointed Lindenstein-Kimball, Inc., publishers' representative, as its national advertising representative.

Copy Congratulates C. S. Kinnison on Book of Verse

Charles S. Kinnison, advertising manager of the Hoskins Manufacturing Company, of Detroit, has had his first book of verse published. It is entitled, "Round Home." When an announcement of its publication by George Sully & Company, New York, was published, The J. L. Hudson Company, Detroit department store, used newspapers to congratulate the author. The advertisement tells of the reputation as a poet that Mr. Kinnison has gained through poems which appeared in the *Detroit Times*.

Under the sub-head, "A Word of Appreciation," the main paragraph of the advertisement congratulates Mr. Kinnison for the moments of enjoyment he has afforded the readers of his verse. Part of the text reads: "You have chosen to write about simple, elemental things—about home, fireside and friends, about youngsters and family, and therein lies much of the grace and charm of your rhymes." A photograph of the author, with a picture of his home, in front of which his two children are playing, illustrates the advertisement.

Texas Publishers Elect J. L. Mapes

J. L. Mapes, of the Beaumont *Enterprise and Journal* was elected president of the Texas Newspaper Publishers Association at the recent meeting held at San Antonio, Tex. W. C. Mayborn, of the Scripps-Howard newspapers, Fort Worth, was re-elected vice-president. A. E. Clarkson, of the Houston *Post-Dispatch*, secretary-treasurer of the association, was also re-elected.

Goodyear Reports Sales and Net Profit

The report of the Goodyear Tire & Rubber Company, Akron, Ohio, and subsidiaries, for the year ended December 31, 1926, shows that net sales amounted to \$230,161,356. Net income, after charges and Federal taxes, was \$8,799,138. This is the first consolidated statement, including subsidiaries, issued by the company.

D. L. Mathias with Mackintosh-Hemphill Company

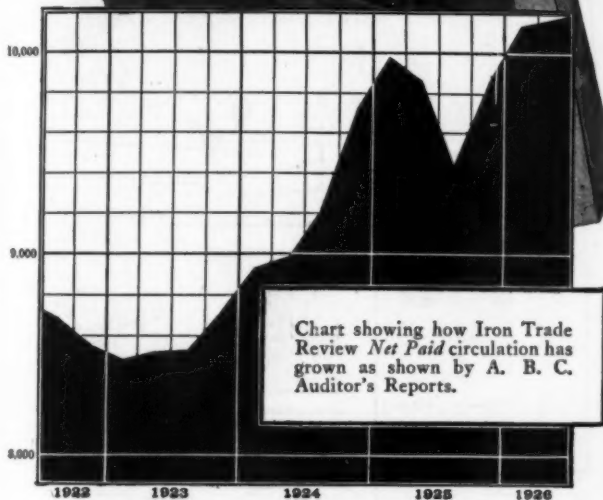
D. L. Mathias, formerly editor of *Forging - Stamping - Heat Treating*, and *The Blast Furnace and Steel Plant*, both of Pittsburgh, has joined the Mackintosh-Hemphill Company, also of that city, as metallurgical engineer. He will also be in charge of advertising.

"Architectural Record" to Change Size

The type-page size of *The Architectural Record*, New York, will be changed to 7 by 10 inches, effective January, 1928.

IRON TRADE REVIEW

Circulation Growth Proved by A. B. C. AUDITOR'S REPORTS



THE Auditor's Reports of the Audit Bureau of Circulations give the quarterly average *net paid* circulation of Iron Trade Review since September, 1922, as shown below.

1922 Quarters

Third..... 8696
Fourth..... 8553

1923 Quarters

First..... 8499
Second..... 8512
Third..... 8514
Fourth..... 8729

1924 Quarters

First..... 8923
Second..... 8990
Third..... 9209
Fourth..... 9700

Member

A. B. C. A. B. P.

1925 Quarters

First..... 9971
Second..... 9848
Third..... 9423
Fourth..... 9846

1926 Quarters

First..... 10121
Second..... 10174

A Penton Publication

ARTISERS

WITH WHOM
WE WORK

The Packer Mfg. Co., Inc.

Packer's Tar Soap
Packer's Liquid Shampoo
Packer's Charm

Seaboard National Bank

Walter M. Lowmney Co.

Lowmney's Chocolates

Vacuum Oil Company

Gargoyle Mobiloil
Gargoyle Lubricating Oils
for Plant Machinery
Gargoyle Marine Oils

The National City Co.

Investment Securities

Procter & Gamble

Crisco • Ivory Soap
Ivory Soap Flakes • Chipso
P & G—The White Naphtha
Soap

Toule Manufacturing Co.

Sterling Silverware

Lehigh Portland Cement Co.

The Stanley Works

Tools—Hardware

The National Gypsum Co.

National Mineral Wall Board



Roses of six-years ago blossom anew
on little Peggy's frock -

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*



If you are like Jane -

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*

*That's a rather charming legend - and
quite realistic, too - that the roses
which were planted in the garden of
the house in which she lived -
the house in which she lived -
the house in which she lived -*

NC COMPANY

APRIL 1927 OUTDOOR • STREET CAR ★ 120 West 42 ★ NY

"If a Hen and a Half, Laid an Egg and a Half—"

You remember that old conundrum.

How would you like to have 476
hens who would average 168 eggs
per year per hen?

In other words 79,968 eggs—6,664
dozen.

At 35c. per dozen—an average year
round price—a cash income of
\$2,332.40—approximately \$200 a
month for eggs alone. A cash crop!

The figures above were reported to
us by our subscribers as the result
of a careful investigation. They give
the average egg production for the
over 250,000 prosperous readers of

American Poultry Journal

Chicago :: :: Illinois

Poultry Tribune

Mount Morris, Illinois

Eastman Held Liable for Damages under Sherman Act

Supreme Court Upholds Decision of Lower Court in Case against Eastman Kodak Company by the Southern Photo Materials Company

*Washington Bureau
of PRINTERS' INK*

THE Supreme Court of the United States has affirmed the judgment of the Federal District Court for Northern Georgia against the Eastman Kodak Company to recover damages for injuries sustained by the Southern Photo Materials Company through the defendant's violation of the Sherman Anti-Trust Act. This act not only makes it illegal to monopolize or combine to monopolize interstate trade, but authorizes any person injured in his business or property by reason of anything declared to be unlawful by the act to sue therefor and recover threefold the damages sustained and a reasonable attorney's fee.

In the lower court, the jury rendered a verdict for the Southern Photo Materials Company, assessing its actual damages at \$7,914.66. Judgment was entered against the Eastman Kodak Company for triple this amount and an attorney's fee. This was affirmed by the Circuit Court of Appeals, and the case was then appealed to the Supreme Court.

The final decision relates that, prior to 1910, the Kodak company had dealt with the Southern company on the same terms as with other dealers, but that in that year the Kodak company, having acquired control of stock houses in Atlanta which were in competition with the Southern company, and after unsuccessfully attempting to purchase the latter's business had, in furtherance of its purpose to monopolize, thereafter refused to sell its goods to the Southern company at dealers' discounts, and would no longer furnish goods, except at the retail prices at which they were sold by other dealers and agencies which the defendant owned and controlled. "And," the

decision continues, "the plaintiff being thus deprived, by reason of the monopoly, of the ability to obtain the defendant's goods and supply them to its trade, its business had been greatly injured and it had sustained large damages in the loss of the profits which it would have realized in the four years covered by the suit had it been able to continue the purchase and sale of such goods."

In its answer, the Kodak company denied that it had combined to monopolize interstate trade, or refused to sell its goods to the Southern Photo Materials Company at the dealers' discounts in furtherance of a purpose to monopolize. The answer also claimed that the Kodak company had not only committed no actionable wrong, but that in any event the Southern company had sustained no damages capable of ascertainment upon any legal basis.

MONOPOLY NOT QUESTIONED

The appeal, on a writ of error, assigned a number of errors, only three of which were considered by the Supreme Court. These did not involve the existence of the monopoly, which was not questioned on appeal, but related solely to whether there was local jurisdiction in the District Court, whether the refusal of the Kodak company to sell the Southern company at dealers' discounts was in furtherance of a purpose to monopolize and constituted an actionable wrong which could form the basis for damages, and whether there was any legal proof on which a measurement of the damages could be based.

In regard to the first question, the Supreme Court, after a lengthy and technical discussion of the law, ruled that the lower court had jurisdiction.

Regarding the question of the

Kodak company's furtherance of a purpose to monopolize by refusing to sell, it was contended that the refusal was justified by the fact that the Southern company had previously undertaken to handle the goods of another manufacturer under a preferential contract. However, the decision mentions that it was not shown that the Kodak company knew of this contract when it refused to sell its goods to the Southern company. In this, the Supreme Court found no direct evidence that the refusal to sell was in pursuance of a purpose to monopolize, but it expressed the belief that the circumstances sufficiently tended to indicate such purpose, and quoted the opinion of the lower court as follows:

"Clearly, it could not be held as a matter of law that the defendant was actuated by innocent motives rather than by an intention and desire to perpetuate a monopoly."

On the question of the amount of damages, the decision relates that there was substantial evidence to the effect that prior to 1910 the Southern Photo Materials Company had an established business in selling supplies used by professional photographers, of which it carried a complete line, purchased in large part from the Kodak company. After the defendant's refusal to sell, it was shown that the Southern company was unable to supply the greater part of the goods bought by professional photographers, and lost its established trade in such goods. Under these circumstances, the plaintiff claimed that it was entitled to recover, as the loss of profits, the amount of its gross profits on the Kodak company's goods during the four years preceding the suit, which was shown, less the additional expense which it would have incurred in handling the goods during the four-year period, which was estimated.

The Kodak company contended that there was a lack of competent proof of the damages claimed, and that the damages were purely speculative. Another con-

tention was that the Southern company was not entitled to damages because it had participated in the unlawful acts in furtherance of the monopoly. But it was shown that the jury in the Court of Appeals had rightfully decided that the plaintiff had not knowingly and wilfully helped to build up the monopoly, and in regard to the damages the decision of the Supreme Court, in affirming the judgment of the lower court, states:

"We conclude that plaintiff's evidence as to the amount of damages, while mainly circumstantial, was competent; and that it sufficiently showed the extent of the damages, as a matter of just and reasonable inference, to warrant the submission of this question to the jury. The jury was instructed, in effect, that the amount of the damages could not be determined by mere speculation or guess, but must be based on evidence furnishing data from which the amount of the probable loss could be ascertained as a matter of reasonable inference. And the question as to the amount of the plaintiff's damages having been properly submitted to the jury, its determination as to this matter is conclusive."

American Brakeblok Account for Groesbeck-Hearn

The American Brake Materials Corporation, Detroit, a subsidiary of the American Brake, Shoe and Foundry Company, manufacturer of American Brakebloks for brake linings, has appointed Groesbeck-Hearn, Inc., New York advertising agency, to direct its advertising account. Automotive and other business papers will be used.

Appoints John M. Sweeney Company

The Sportsman, Boston, has appointed The John M. Sweeney Company, publishers' representative, also of Boston, as its New England advertising representative.

Safety Ladder Account for Cincinnati Agency

The Dayton Safety Ladder Company, Cincinnati, has appointed The Keeler & Stites Company, advertising agency of that city, to direct its advertising account.

The Journal led in
National Advertising
gains for 1926 . . .

460,054
lines!

—which is **126,966** lines
more than the gain made
by the second paper.

(These figures include totals for daily and Sunday)

The **JOURNAL**
Portland-Oregon

Benjamin & Kentnor Company, Special Representatives

900 Mallers Bldg., Chicago 2 West 45th St., New York
401 Van Nuys Bldg., Los Angeles 58 Sutter St., San Francisco
1524 Chestnut St., Philadelphia

A Helping Hand for New House Magazines

COLUMBIA OIL COMPANY
ROSSLYN, VA.

Editor of PRINTERS' INK:

We are sending you today, under separate cover, the February issue of "The Oil Can." Will you please register this in your house organ file?

COLUMBIA OIL COMPANY
ROBERT G. WORTHINGTON,
President.

TAYLOR SYSTEM OF COLOR HARMONY,
INC.

NEW YORK

Editor of PRINTERS' INK:

We would like to register with you the name of our new monthly magazine which is to be entitled "Color-Craft".

This small magazine will be sent free to a carefully selected list of manufacturers, the arts and crafts, and representative educators. The contents of the magazine will be authoritative news regarding newer trends in color and color combination as pertaining to manufacturing problems, and other activities in which the proper use of color is a factor.

TAYLOR SYSTEM OF COLOR HARMONY,
INC.

H. WEBER,
Director of Sales.

HOLDEN, PETERS & CLARK, INC.
DETROIT, MICH.

Editor of PRINTERS' INK:

We are enclosing a copy of the first issue of "Nightcap"—not exactly a house organ, but a house magazine designed to entertain our friends and clients. Incidentally, of course it is our hope that it will lead to a wider acquaintance and perhaps even new business alliances!

We thought perhaps it might interest you.

HOLDEN, PETERS & CLARK, INC.,
LEROY A. CLARK,
Vice-President.

WIZARD APPLIANCE COMPANY
ST. LOUIS, MO.

Editor of PRINTERS' INK:

You may be interested in the little house organ—or whatever else you may choose to call it—which we have just launched. It is designed to serve as a friendly link between us, our dealers and their foot men.

WIZARD APPLIANCE COMPANY
A. MEYER,
Advertising Department.

EACH year there is a large turnover in house magazines. Publications that were started on the spur of the moment are discontinued in the same manner.

"Let's get out a house magazine" is made as a suggestion and is often adopted without further

thought. The task of getting out the publication is turned over to one or more individuals who may or may not be qualified to edit such a publication.

A series of articles in PRINTERS' INK MONTHLY has pointed out what is necessary to make a house magazine of interest and of value to its recipients. These articles were written after a study of several hundred publications, and should be helpful to any organizations that contemplate publishing house magazines or to those already publishing them.

If a house magazine can be made unselfish so that it actually provides the reader with interesting information and gives helpful suggestions to those who will take the time to read it, it is more likely to pay its way.

A list of articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY concerning house magazines will be furnished any reader on request.—
[Ed. PRINTERS' INK.]

Pro-Phy-Lac-Tic Made Sales Agent for G. B. Kent Brushes

The G. B. Kent & Sons, Ltd., line of brushes will be sold exclusively in the United States through the Pro-Phy-Lac-Tic Brush Company, Florence, Mass. McKesson & Robbins, Inc., New York, has transferred its agency rights to the Pro-Phy-Lac-Tic company following its adoption of a policy of handling exclusively drugs, chemicals and specialties of its own manufacture.

V. G. Iden Joins "The United States Daily"

V. G. Iden, who has been managing editor of the New York Journal of Commerce, for the last six years, has resigned to become news research director of The United States Daily, Washington, D. C. He was at one time associate editor of the Marine Review and the Iron Trade Review.

Joins "Nation's Business"

Hal Hursh, formerly with Guy S. Osborn, Inc., at Detroit, has been added to the advertising sales staff of Nation's Business, Washington, D. C. He will work in the Chicago territory.

Carl Jensen, formerly advertising manager of the Brooklyn, N. Y., News, has started an advertising business in that city under his own name.



Selling the saving of time and labor

TIME- and labor-saving devices haven't yet scratched the surface—industrial or home.

So we are told by salesmen of such devices,—

Because so many men (yes, executives, too) are inattentive . . . hard to interest . . . slow to change.

Time- and labor-saving devices need advertising—a lot of advertising!

Popular Science Monthly has long dealt with time

and labor saving in factory, shop, office and home.

Its readers are practical men who welcome ideas or appliances for getting the most out of a given expenditure of energy.

They themselves seek the short, quick, best way to do the job.

For help in marketing a device for saving time or labor in office, warehouse, factory or home, write Popular Science Monthly.

Popular Science

FOUNDED MONTHLY 1872

ABC 302,018. 71% home owners. 86.6% own cars. 73% have incomes \$2,000 up. For circulation analysis, write 250 Fourth Ave., New York



The Electrical New Ce

Two Hemispheres-



Electrical World

In Editorial Service—in Paid Circulation in A

It takes
the up-
in EL
all else
world-w
correspo
ELECT
its news
As a na
WORL
gatherin
tan dail
ELECT
correspo
States a
different
dents su
Editors
Direct-
field thr
telegrap

Center of

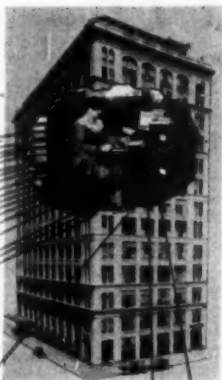
Electrical World has direct-wire connection with its 138 world-wide News Correspondents and Editors.

It takes the most modern facilities to bring you the up-to-the-minute news you read each week in **ELECTRICAL WORLD**. But, above all else, it takes *time*—time in building a world-wide organization of trained and able news correspondents. Over a period of 54 years, the **ELECTRICAL WORLD** has been perfecting its news-gathering organization.

As a matter of general interest, **ELECTRICAL WORLD** has better and more extensive news-gathering facilities than many great metropolitan daily newspapers.

ELECTRICAL WORLD has 101 news correspondents located throughout the United States and Canada, 24 correspondents in 21 different foreign countries. These correspondents supplement the work of the staff of 13 Editors working from eight branch offices.

Direct-wire connection is maintained with the field through **ELECTRICAL WORLD'S** own telegraph operator, shown above.



The quality, reliability and speed of its News Service has brought to **ELECTRICAL WORLD** unqualified recognition as "The Newspaper of the Electrical Industry," and a reputation for Leadership that stands unapproached.

ELECTRICAL WORLD

10th Avenue at 36th Street
NEW YORK

Leadership

in Advertising Volume

TRUE TALK

—evidencing
the peculiar power
of certain
business papers

RECENTLY a general magazine made its own investigation on the selling of cheesecloth. Retail merchants and wholesalers were asked which brands were the best sellers—and the reasons why.

In the majority of answers "Curity" cheesecloth, made by the Lewis Manufacturing Company, stood at or near the top. Some replies attributed "Curity" leadership to the advertising done in consumer magazines, notably *The Ladies' Home Journal*, *The Saturday Evening Post* and *Pictorial Review*.

However, neither "Curity" nor any other cheesecloth had been advertised to the consumer! "Curity" has advertised, intelligently and consistently, in the *Economist Group* and one other business paper—with the logical result. Today, retailers and wholesalers alike think of "Curity" as the leading brand, the biggest advertiser and the cheesecloth best known to the general public.

Which is another proof that it pays to give your selling success a sound and sufficient framework.

"Tell and sell the merchant—and
he'll tell and sell the millions"

The **Economist Group**

DRY GOODS ECONOMIST

DRY GOODS REPORTER

DRYGOODSMAN

The Sales Ridden Public

Why People Are No Longer Being Attracted in Such Large Numbers by the Advertising of Special Sales

By William J. Brown

Sales and Advertising Manager, James McCreery & Company

[AUTHOR'S NOTE: The subject is one that has been greatly discussed by retail stores in the last year. Retailers have said much. The public has said nothing. The author has presumed to personify the public in this address.]

I AM the sales-ridden public. I hear that you have been wondering why my family and I have not been responding to your sales in the last two years, the way we did in the "good old days."

Perhaps if I tell you some of the reasons why you've lost out with us, we may get down to a better understanding. Anyhow, I'll be very frank and here's hoping you'll reciprocate with me in your future advertising.

You see, general business for some years has been evenly good and naturally I've got my share of prosperity. I've got more in the savings banks and on the other hand I've been able to purchase considerably more. Perhaps I have gone in for time payments a little heavier, but in relation to my increased earning power, it is not, I assure you, out of balance.

You'd be surprised how the additional purchasing power has broadened my family and myself. We have so many more things we wouldn't have even thought of years ago; we go to so many new places; we see so many new things. It just seems we are learning all the time.

You know, I hear you advertising men say we are not reading as much as we did. Well, my newspaper and magazine bills tell a different story, the way they creep up each year. You have just got to read nowadays to keep up with the times and the newspapers are certainly making the world much more intimate and informed.

And we take our regular diet of radio programs, too, and we

are often at the movies. And since we have had the car there's very little we miss in traveling around.

I'm giving you our new background because it seems that sometimes you don't realize how much broader we are and how much better we are equipped to do our purchasing.

We have a real fine home, furnished according to my wife's ideas, it has the newest in conveniences and to my knowledge she secured most all of them by shopping around in your stores and not through your sales. These new things you seem to have in stock, but you seldom advertise them. With all these modern devices, it gives my wife more leisure to develop herself and I find her learning so much about interior decorating.

As she and my daughter do practically all of the purchasing in your stores, I talked over this matter of your big sales with them, before I came and asked them why they didn't take advantage of them. They told me they still do to a certain extent, but they are a bit discouraged.

My wife's foremost complaint is that most of the merchandise you feature in sales is lower in quality than the average you carry. I explained to her what trading-down meant. She saw the point and said not only did you too often feature the right type of merchandise, skimmed in the quality, but you also constantly have sales on the undesirable things.

She has been looking for new furniture for our living-room. Most of the stores are advertising three-piece and two-piece suites and she says none of her friends is buying them. She wants odd pieces and wants to select the materials to cover them. In regard to rugs, she won't have the aver-

An address delivered before the recent convention of The National Retail Dry Goods Association.

age domestic rug that is advertised because it conflicts with her color scheme. She is looking for a sale of real nice metal base lamps, but she still finds wooden bases frequently advertised.

And all through the home-furnishing departments, she complains that your advertising is not stressing the new ideas and style of interior decorating that she is acquiring. She seems to think that you still depend too much on the old bromides for your volume.

And now for my daughter; she is the Fashion Advisor for the family. She thinks and talks style very strongly. She reads your advertisements, more I'm sure than her mother did at her age, but she has difficulty in finding the correct and consistent style in them.

She is now at the point where she questions your ability to dictate the fashion because you are always saying this or that dress is the new style when it is very evident from the illustration that the dress is dowdy. You confuse the use of style, fashion and good taste in your advertising copy, so she gave me these interpretations of the terms:

"Style is Permanent, Fashion is Changeable. Style is the Spirit, Fashion is the letter of the law. Style is that which is adopted and accepted as good, regardless of period. Fashion is that which is subject to change in the mode.

"Style: Good things of any period remain in themselves good in style—though they may not be in the Fashion or Mode of the Moment. Fashions can be bought. Style is inherent, but can be acquired.

"This applies not only to dress, but to ornaments, furniture, etc., and all the things with which the individual surrounds him or herself. Style is the sincere expression of the artist. Fashion is that in style, which is accepted by the discriminating as suitable and in Good Taste.

"This includes:

"1. The elimination of senseless ornamentation.

"2. A study of line and color as

a suitable frame for the individual.

"3. A study of the technique of those who have made a success in dress, etc.

"The first question the fashionable woman asks herself is, 'Is it smart?' *never* 'Is it becoming?' Good Taste is not a matter of opinion, but a matter of knowledge."

Many a time she has been lured to one of your stores by exaggerated comparative prices, only to be wiser the next time. She, too, finds that sale merchandise is often not in the best taste and skimmed in quality, so that now she more frequently ignores your advertising and drops in to buy a dress from your regular assortment at the regular price.

So you can safely advertise more of your regular price merchandise. She may not be in the very next day, but I know she'll think of you the first time she needs something.

I had difficulty stopping her when she started telling me of the wrong type of merchandise she sees you constantly advertising. I can remember how she used to laugh at your sales of blouses and skirts, when they were rapidly going out of fashion. She just ignored them and you finally stopped it.

Even this year, she says, many of the stores were advertising sales of heavy weight silk stockings, many of them with cotton tops. She buys chiffon weight mostly and with the short skirts she wears, she would just like to know how she would be able to wear cotton tops, and not get her picture in the tabloids?

One of my sons is at college and he tells me all the colleges are overcrowded. Here, again, is my opportunity to impress upon you the fact that we are constantly sprucing up on education. He said he recently had a sad experience with a sale. A certain store advertised men's neckwear at prices that made him feel he could buy a half dozen or so. He went out of his way to attend that sale and then to his disgust he found that



Take advantage of
the tremendous buy-
ing power behind
this emblem !



The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A *distribution statement, by states, will be mailed upon request.*

THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

CHICAGO

122 So. Michigan Blvd.

Telephone: Wabash 6944-5

BOSTON

Little Building

Telephone: Hancock 6086

the ties were an odd lot, old patterns and bad colorings. He says he is not going ever to be impressed with the advertising of that store again.

Well, don't let me bother you all morning with the complaints of the public. I think it is rather a fine spirit to allow me to say anything after you have been dictating to me all these years.

And that last sentence gives me courage to tell you the fundamental truth. You have always told us just what you had selected for us to buy. Now in the light of our increased knowledge, we are going to tell you what we will want you to buy for our selection.

Don't be afraid to tell us about your better merchandise. The desire to possess the best is in all of us. We will also read your information about your store, if it is written in a news angle, from our point of view.

And about sales in general: Frankly, if the present prosperity continues, we are increasingly less interested. Of course, we will respond to an advertisement where fashion comes first and the value is genuinely low. But don't try to fool us on this point, because we'll soon lose faith in your advertising, if you exaggerate your statements.

However, I wouldn't worry about the public. We intend to do less mass buying and more discriminating selection. If you study us more carefully as to what we are today and not go along on what we used to be, you'd find us easily pleased. Your advertising, too, would be along psychological lines and you would create so many desires within my family for your merchandise that I'm afraid our charge account would go skyward.

Bon Ami Reports Net Profit

The Bon Ami Company, New York, Bon Ami cleanser, and subsidiaries, for the year ended December 31, 1926, reports a net profit of \$1,050,393, after charges and Federal taxes.

H. A. Plath, formerly engaged in advertising work at Detroit, has started an advertising art business at Seattle, Wash.

Paper Trades Planning Co-operative Campaign

The National Paper Trade Association, New York, at its annual meeting last week voted to undertake a five-year program of advertising. It will be the purpose of this campaign to stimulate the use of paper and better printing and to make known the insignia of the association and what it represents to those engaged in the industry and to users of paper.

The association includes in its membership dealers in both wrapping paper and fine paper. Not only was unanimous approval given to the advertising plan but it has received the endorsement of mill interests which will co-operate.

Details of the five-year program, which calls for the use of general magazines, business papers and direct-mail advertising, are now being worked out and recommendations will be submitted for approval at the October meeting of the association.

James L. Smith, of the Chicago Paper Company, Chicago, who suggested such a campaign, is handling details of working out the program.

J. C. Mallalieu, of New York, was elected president of the association. W. N. Gillett, of Chicago, was elected vice-president in charge of the fine paper division; H. W. Mathewson, Minneapolis, vice-president in charge of the wrapping paper division, and Charles Addoms, of New York, treasurer.

A. H. Chamberlain has been appointed secretary of the fine paper division with headquarters at New York. N. A. Schoenbucher, who was appointed secretary of the wrapping paper division, will be located at Chicago.

Advanced by National Lamp Works

N. H. Boynton has been appointed assistant general sales manager of the National Lamp Works of General Electric Company, Cleveland, to take charge especially of sales promotion activities. For several years he has been general manager of the Buckeye lamp division, in which position he will be succeeded by Charles B. Gray, assistant general manager.

W. E. Underwood has been appointed advertising manager of the National Lamp Works of General Electric Company. For several years he has been associated in the publicity department and succeeds P. B. Zimmerman, who, as previously reported, has been made sales manager of the newly formed electrical refrigeration department of the General Electric Company.

Winton Watch Account for Frowert Agency

The Winton Watch division of the Hipp-Didisheim Company, Inc., New York, has appointed the Percival K. Frowert Company, Inc., New York advertising agency, to direct its advertising account. Magazines and newspapers will be used.

A SPACE BUYER

in one of the Country's largest agencies recently said: "The most important fact we are concerned with in selecting a newspaper to advertise in is the view of the local merchant toward the newspaper, for the local merchant knows each time he runs an advertisement whether or not it pulls."

In 1926 the local merchants of Syracuse, N. Y., selected the Herald to carry over

47%

of all local display advertising published in Syracuse.

1926 lineages and percentages point conclusively to the Herald.

HERALD	8,273,620	47.6%
Post-Standard	4,493,897	25.8%
Journal	4,600,192	26.6%

SYRACUSE HERALD SYRACUSE, N. Y.

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

28 E. Jackson Blvd.
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California

JAMES F. NEWCOMB & CO. INC.

330 SEVENTH AVENUE
NEW YORK CITY

A marketing agency, rendering expert service in all forms of merchandising and sales promotion, particularly those involving the use of direct advertising.

History

James F. Newcomb & Co., Inc. was founded in 1916. The Company has been operating as a marketing agency since 1921. Originally comprising three people, the marketing staff has grown steadily until it now numbers 46 people—supported by an organization of 144 men and women engaged in detail work and mechanical production incident to the serving of our clients. Since 1921 the creative staff has outgrown two offices and now occupies the entire 14th floor of The Gross Building, representing a floor space of 8,500 square feet.

Plan of Operation

The function of this organization is to analyze marketing methods and solve marketing problems; to plan sales and advertising campaigns; and to handle in complete detail the creation, production and distribution of direct advertising. The business is divided into four independent, but closely correlated, departments:

(1) Department of Analysis and Plan; (2) Copy Department; (3) Art Department; (4) Department of Mechanical Production and Distribution. The services of these departments may be bought individually or as a unit.

The Staff

Heading each department of James F. Newcomb & Co. Inc. is a man of broad merchandising experience and special training in those phases of selling and advertising not generally provided for in the organization of general advertising agencies.

Supporting each of these men is an adequate staff of specially selected and carefully trained specialists—each with a background of broad experience and a long record of success in serving large advertisers and advertising organizations. The record of the entire staff is open to inspection by advertisers who are considering Newcomb service. It is impressive and represents what is probably the largest combination of mature merchandising and advertising

talent ever assembled by an organization of this type.

The basic idea in building this staff was to provide business houses with an organization as adequately equipped to furnish special forms of advertising service as the larger agencies are equipped to supply general advertising.

Prominent among the numerous types of special advertising service rendered by this organization are the following:

(1) Increasing dealer distribution in weak territories, (2) Paving the way for salesmen in new territory, (3) Protecting rich markets against attack of competition, (4) Increasing the efficiency of retail outlets, (5) Securing greater cooperation from jobbers and sales agents, (6) Locating and developing new types of distributors, (7) Doing a complete advertising job in markets too limited or scattered to permit the use of magazines or newspapers on an economical basis, (8) Getting across personalized messages to groups that will not respond to a general appeal, (9) Cultivating territory that salesmen cannot work, or which they work infrequently, (10) Checking up on existing sales and advertising plans to determine whether

they are properly balanced and efficiently coordinated.

Record of Achievement

At the present time James F. Newcomb & Co. Inc. is serving over 75 advertisers, among which are some of the largest and most prominent business institutions of the country. It is contrary to our policy to broadcast the names of our clients. But, where permission has been granted by the client, names and records of achievement are available for confidential consideration by those desiring to measure the value of our service by the yardstick of actual experience.

Financial Responsibility

Advertisers with large and important marketing programs—involving large appropriations—rightfully desire full information as to the financial structure and credit record of the organization to be entrusted with the responsibility of handling that appropriation, producing all material according to schedule and acting as the advertiser's representative in many important transactions. For information on the financial standing of James F. Newcomb & Co. Inc. we refer those interested in our service to any bank or commercial agency.



TORONTO

"The Veritable Heart of Canada"

Building projects for 1927 in Toronto city amount to \$70,000,000. This includes two large hotels, over twelve millions in commercial buildings and ten millions in dwellings. Are you getting your share of the money that's circulating here?

In Toronto and Ontario The Daily Star (145,000), is the leading daily and The Star Weekly (193,000), the only week-end newspaper.

Powerful Alone—In Combination Irresistible

United States Representatives

CHAS. H. EDDY CO.

247 Park Ave.,
NEW YORK

666 Wrigley Bldg.,
CHICAGO

Old South Bldg.,
BOSTON

"Red Hat" Interferes with Standard Oil "Red Crown"

Testimony of Psychology Professor Influences Decision of Patent Office Examiner

*Washington Bureau
of PRINTERS' INK*

THE trade-mark, Red Hat, is not entitled to registration by the Independent Oil Men of America, according to a recent and long-deferred decision of the Examiner of Interferences of the Patent Office. Registration was opposed by the Standard Oil Company of Indiana on the ground that the mark was not owned by the applicant, and that it so nearly resembled Standard's mark, Red Crown, that confusion in trade would be likely.

For the purpose of the proceeding, the Examiner did not question the ownership of the mark, however, and based his decision on the resemblance of the marks. In this regard, an interesting phase of the case was the consideration of testimony introduced by Norris H. Reed and Professor Edward Stevens Robinson relative to actual confusion and the tests by means of which it was established.

The Examiner found that two resemblances resided in the fact that the word "Red," used as a prefix, is common to the marks, and that the objects in the center of concentric circles, the representation of a crown in one mark and a hat in the other, are both in a color which is dominantly red.

Mr. Reed, who is advertising manager of the Standard Oil Company of Indiana, testified that while driving an automobile in Iowa he sought to purchase gasoline and confused the two marks. The Examiner decided, however, that his confusion occurred at some distance from the gasoline pumps bearing the marks, and that his mistake was apparent to him when he approached the pumps and before delivery of the gasoline.

The testimony of Professor Robinson was based on experiments made by him on students in his psychology class at the Uni-

versity of Chicago. Objection was made to the consideration of this testimony by counsel for the applicant on the ground of hearsay, and the decision of the Examiner devotes several pages to an analysis of the legal and other phases of the argument, and finally decided:

"As an inference from observed and communicable data obtained by these experiments the Examiner deems the testimony of Robinson to inherently possess much more certainty on the question of likelihood of confusion in trade than any inference the Examiner has actually been able to make from the facts hereinbefore analyzed. He therefore adopts the testimony of this witness as probably correct. It is therefore ruled that the marks so nearly resemble each other that confusion in trade would be likely if both of the marks perform the function of indicating origin."

As to the indication of origin, the Examiner commented on the fact that the applicant, being an association, neither manufactures nor sells gasoline—the common product identified by both marks. He found, however, that gasoline was sold by the members of the applicant corporation, and that the gasoline sold was associated in the minds of purchasers with the mark of the applicant. Furthermore, the testimony showed that the applicant had control over the quality of the gasoline sold by its members. Therefore, the Examiner was fully persuaded, according to his decision, that purchasers of gasoline from the members of the applicant corporation would rely upon the mark of the applicant to distinguish a particular product from that sold by other traders, except in so far as the mark might be confused with other marks. Hence, he held that the symbol performs the

function of indicating origin and was capable of being owned, and continued:

"Whether the applicant or some third party has title to the right created by this use is believed to be a question with which the opposer can here have no more concern than any other member of the general public." Accordingly, the Examiner held that confusion in trade would be likely, adjudged that the applicant is not entitled to the registration for which it made application, and sustained the notice of opposition.

Roi Cooper Megrue Dies

Roi Cooper Megrue, author of sixteen plays of which, perhaps, the best known is "It Pays to Advertise," died in New York on February 27 at the age of forty-three years.

When his farce about advertising made its appearance in 1914, it caused great discussion among advertising men as well as the general public. The Schoolmaster in a friendly review in *PRINTERS' INK* pointed out at the time that it was a farce which no one was expected to take seriously.

When the play went to Boston in 1916, the George Frost Co., maker of Boston Garters, which were mentioned in the play, gave a theatre party to 1,200 people—including 500 of its own employees, the advertising managers of various newspapers in New England, and school and college classes in advertising.

During the entire run of the play in New York, Sherman & Bryan, advertising agents, ran copy to offset the play's thrusts at advertising.

Grant Mitchell, who was the star of the original company, years later told the Advertising Club of New York that a director of a big manufacturing company had said to him: "I took our board of directors over to see 'It Pays to Advertise' and that night we called a meeting at the Astor and approved of plans for a large campaign, as a result of which we made \$2,000,000."

Rubber Heel Account to Cleveland Agency

The I. T. S. Company, Elyria, Ohio, manufacturer of I. T. S. rubber heels, has appointed The Krichbaum-Liggett Company, Cleveland advertising agency, to direct its advertising account.

Fort Worth "Press" Appoints Ralph Henderson

Ralph Henderson, formerly advertising manager of the Houston, Texas, *Press*, has been appointed business manager of the Fort Worth *Press*.

Survey Made of Wholesale Accessory Distribution

A large and representative group of accessory manufacturers are distributing their products at wholesale in 582 cities and towns in the United States, according to a survey just completed by the Motor and Accessory Manufacturers Association. Working with an organized accessory group of the membership, the association has made a study which shows the number of communities in which one or more manufacturers have recognized wholesalers, the number of manufacturers represented, and the number of wholesalers employed in each city. Separate classifications have been made of the distribution facilities of companies selling through general automotive equipment jobbers and those selling through specialty distributors.

Of the 582 cities and towns in the United States in which members had wholesale representation, automotive equipment jobbers were employed in 539 and specialty distributors in 254 communities. It was shown that accessory manufacturers generally were employing a large number of jobbers, six having more than 500 of these accounts, while manufacturers employing specialty distributors maintained a comparatively small number of outlets.

In the analysis of outlets of manufacturers selling through automotive equipment jobbers, there appeared 539 cities where one or more manufacturers had representation and 390 where three or more had jobbers. Cities where one or more manufacturers selling through specialty distributors maintained accounts numbered 254 while three or more manufacturers were represented in 104 cities.

H. H. Whitely Heads Michigan Newspaper League

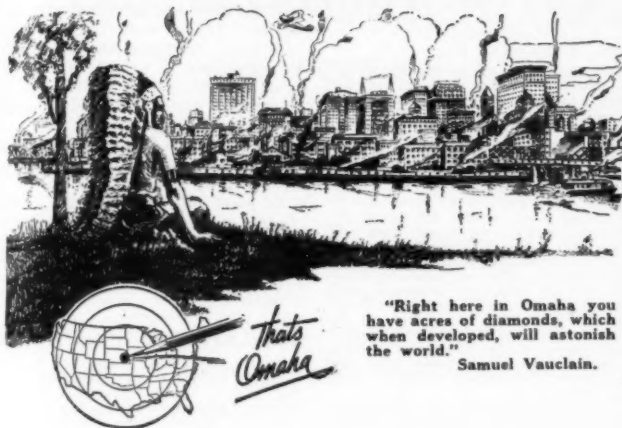
H. H. Whitely, of the *Dowagiac News*, was elected president of the Michigan League of Home Dailies, at a recent meeting at Grand Rapids, Mich. William H. Shumaker, of the *Three Rivers Commercial*, is now vice-president. H. Edmund Scheerer, of Scheerer, Inc., is secretary-treasurer.

Textile Novelty Account for Frank Presbrey Agency

The Yomanco Production Company, Saco, Me., manufacturer of textile novelties, has appointed the Frank Presbrey Company, New York advertising agency, to direct its advertising account. Magazines will be used.

Lighting Fixture Account for C. J. Oliphant

The Cassidy Company, Inc., New York, designer and manufacturer of lighting fixtures, has placed its advertising account with the C. J. Oliphant Advertising Agency, Inc., also of New York.

OMAHA
WORLD HERALD


"Right here in Omaha you have acres of diamonds, which when developed, will astonish the world."

Samuel Vauclain.

Sixty-five years ago a frontier trading post among the Indians, today a city of more than 210,000 people—that's the history of Omaha's growth to date—and, supported by the richest agricultural region in the world, in almost the exact center of the country, in the pathway of America's population, which is moving westward year by year—Omaha presents a market that cannot be profitably overlooked by national advertisers.

YOU CAN REACH THE PEOPLE OF THIS RICH TERRITORY BY PLACING
YOUR SALES MESSAGE IN

THE OMAHA WORLD-HERALD

Circulation, January, 1927, 110,537 DAILY—113,899 SUNDAY

O'MARA & ORMSBEE, INC.,
National Representatives

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Should Dealers Get Credit for Direct-from-the-Consumer Orders?

THE HAMILTON METAL PRODUCTS CO.
HAMILTON, OHIO

Editor of PRINTERS' INK:

We have been conducting a national advertising campaign for one of our metal specialties and have been offering to make shipments direct to the customer, if there was no local dealer.

We would like to know what the general policy is on handling such orders, that is, whether the order is credited and referred to the nearest dealer. At present, when we receive an individual order for our article, we tell the customer that his nearest dealer will deliver the article and the remittance is sent to the dealer with the name of the customer. Thus we show the dealer that we are trying to co-operate with him. Our main objection to a continuation of this policy is neglect on the dealer's part to give prompt service, which reacts badly on us and in some instances individual customers have complained to the magazine company about our negligence.

We would appreciate any information which you can give us on this subject, together with any special references that you may have regarding articles in previous issues.

THE HAMILTON METAL PRODUCTS CO.
SIDNEY PIKE,
Sales Manager.

THE general policy of companies selling through retail channels, upon receipt of an order direct, is to turn the order over to a nearby dealer to fill, giving him the full retail price as received from the customer. A variation of this policy is for the company to deliver the product by mail or express to the customer, at the same time sending the dealer a check or credit memorandum for the full price of the sale.

In instances where there is no regular dealer for the product near enough to the customer to give prompt service, the company usually fills the order direct and then uses the fact that it has made a sale as an inducement for some dealer in that territory to handle the line. There is no good reason why a dealer should receive credit for an order emanating from a district quite outside his natural sales radius, even if he does happen to be the dealer nearest the customer.

When a dealer does not make

deliveries promptly, he helps to build ill-will for the company. This is a problem which must be handled by correspondence with the dealer and by direct conversation between the salesman and the dealer. If the dealer still shows reluctance to speed up deliveries, the company is forced to fill the orders direct. Delay is most likely to happen where the product sells for a comparatively small sum and does not repay the dealer's extra trouble. If delay is general among dealers, the company, in order to hold good-will, must fill the orders direct, making such arrangements as seem best for giving the dealer credit for the sale, where such credit is due.—[Ed. PRINTERS' INK.]

Joins Keelor & Stites Agency

P. R. Hume has joined The Keelor & Stites Company, Cincinnati advertising agency, as an account executive. He was formerly with the Tauber Advertising Agency, Inc., Washington, D. C., the Procter & Collier Company, and the J. Walter Thompson Company, Inc.

Sand Account for Richardson-Briggs Agency

The Ayers Mineral Company, Zanesville, Ohio, producer of Amco certified molding sands, has appointed The Richardson-Briggs Company, Cleveland advertising agency, to direct its advertising account.

F. M. Crawford with Buffalo Agency

Floyd M. Crawford has joined the staff of Weinstock, Landsheft & Buck, Buffalo, N. Y., advertising agency. He was formerly assistant to the secretary of the Greater Buffalo Advertising Club.

W. W. Blanchfield Joins G. Logan Payne

Walter W. Blanchfield, formerly with the merchandising staff of the New York Daily News, has joined the G. Logan Payne Company, publishers' representative.

Atlas Powder Sales and Net Earnings

Sales of the Atlas Powder Company, Wilmington, Del., explosives, for 1926, amounted to \$20,454,323. Net earnings, after taxes and charges, were \$2,381,296.

How an "Intelligent Creative Service" can serve any advertising agency

THIS service may either be supplementary or complete according to your requirements. It offers an intelligent co-operation in preparing all physical phases of advertising, namely:

The development of an idea by rough, semi-comprehensive, comprehensive and finished layouts—an intimate knowledge of the sources of supply and the practical purchase, direction and production of advertising illustrations, typography and reproduction, truly an intelligent, creative service.

We write no copy and we serve advertising agencies exclusively, or through the agency, its client. *Write for price list and sample layouts.*

FLOING-PLUMER, INC.

250 PARK AVENUE, NEW YORK

GENERAL MOTORS BUILDING
DETROIT



58 EAST WASHINGTON STREET
CHICAGO

Indiana Offers a Prosperous Farm Market

The State Fairs are best patronized when farming conditions are good.

The attendance at the Indiana State Fair for 1926 *broke all records*. The Indiana State Fair closed the year with \$100,000 in the treasury, as against a balance of only \$3,000 two years ago.

Secretary E. J. Barker, of the Indiana Board of Agriculture, in reporting this information, says that only two State Fairs made money for 1926. They are *Indiana* and California.

Here is definite evidence that there is good business in sight for advertisers in the Indiana Farm Market. The only medium which efficiently covers this field is

The Farmer's Guide Huntington, Indiana 150,000 Weekly

B. KIRK RANKIN
Publisher

WM. G. CAMPBELL
Manager

Represented by

J. M. RIDDLE CO.—Chicago, New York, Kansas City, San Francisco

Radio Programs Are Now Being Advertised in Newspaper Space

One Advertiser Is Spending as Much for Newspaper Space to Advertise Programs as for Time on the Air

By Bernard A. Grimes

WHEN advertising a radio program, what factors should be taken into consideration? If it is a manufacturer who is doing the advertising, should his product be featured or should it be mentioned only incidentally? Finally, how important an accessory to

as well as large territorial users, have awakened to the fact that it is not good business to leave to chance the prospects of having an audience. Even in those newspapers which list names, an advertiser's program is given only a line and that is buried. Of course, a cer-

And Now a
**HOUSE KEEPING
BY RADIO!**
TOMORROW—Lecture No. 2
"GETTING THE MOST
OUT OF FOOD"
Are you tiring to do WEAP
for the new radio course in
"THE ART and SCIENCE
of HOME MAKING"
By MISS ANNA BARROWS
of Teachers College, Columbia University
EVERY WEDNESDAY MORNING
AT 11 O'CLOCK
Don't miss this opportunity!

Get this Book Free!
100 copies of "Cooking With Your Radio"
will be given away to the first 100
readers who send in a card stating
that they have read the book and
want to receive a copy. The book
contains 100 recipes and 100
tips on how to use the radio in
the kitchen. It is a valuable
reference book for every home.
Write for your free copy to:
The Radio Book Company, 100
Broadway, New York City.

✓ The book is
sent promptly and
conveniently by
Broadcasting
Company of
America,
New York
City
110 Broadway
New York City

✓ The book is
sent promptly and
conveniently by
The Radio Book
Company, 100
Broadway, New
York City
110 Broadway
New York City



Listen to the
**RCA-Radiotron
Hour**



Thursdays
on high-powered stations
WJZ NEW YORK WBBZ SPRINGFIELD
WBZA BOSTON KDKA PITTSBURGH
KYW CHICAGO
Tune in at 9 P. M.
Standard Time.

THE BRUNSWICK SALON, Inc.
600 Fifth Avenue, at 52nd Street, New York

**FIRESIDE OPERA
FRIDAY NIGHT**

For the first time in broadcasting history you may enjoy "Fireside Opera" as a radio play of Brunswick Baller Collender Co., who have secured at least one the broadcast rights of the Chicago Civic Opera Company.

Friday night, January 24th, at 10:30 P. M., the second of three episodes will be broadcast over the National Broadcasting Chain. Will you hear them with every vibrant tone exquisitely-powered, with the true vocal realism which the combined Panoscope-Radiola have made possible?

These two great instruments being the finest of all musical instruments to your family. Music at its best, deep and soulful and melodic. Radiola reproduction from your hundreds of miles away... Panoscope electrical reproduction from the master of a hundred years ago.

THE BRUNSWICK SALON, Inc.
600 Fifth Avenue, at 52nd Street, New York

ALTHOUGH THE ADVERTISING OF RADIO PROGRAMS IS STILL IN ITS INFANCY, SOME ATTRACTIVE LAYOUTS ARE ALREADY BEING USED

radio publicity is the advertising of the program?

For answers to these questions and others that arise when an advertiser sets out to gain public attention for his broadcasting programs, PRINTERS' INK has gathered the opinions of advertisers who are using paid space for this purpose. The number of these advertisers has shown a marked increase. Not only is this evident in New York, where the newspapers have adopted a policy of elimination of advertisers' names from radio program listings, but also in many widely distant points where no such restrictions are in force.

Radio advertisers, and reference is made to small, local broadcasters

tain number of listeners-in will get his program while turning the dials in search of whatever is on the air but these people do not constitute a sufficiently large audience.

With the use of paid space, advertisers find they not only can overcome these obstacles, but, at the same time, they can make a bid for interest by an attractive description of the program.

The situation is best summed up by the Cheek-Neal Coffee Company, Nashville, Tenn., which writes, "The old adage, 'What is worth doing at all is worth doing well' certainly applies in this case. That is why we felt it necessary to advise the public of our con-

certs in simple newspaper announcements. These do not give the entire program, merely making mention of any outstanding numbers or artists on the program, and of course, giving the date, hour, names of stations, etc."

Advertisements of the Maxwell House Coffee concerts effect a tie-up with the product. In the corner of one announcement is shown a small cup of steaming coffee and a burning candlestick. Another shows a larger cut of the familiar up-turned dripping cup used in connection with the Maxwell slogan, "Good to the last drop."

Illustrations play a more dominating role in the program advertising of the United States Playing Card Company, Cincinnati. Both magazine space and newspapers in a number of cities are used by this advertiser. Line drawings, for instance, show a hand holding a bridge deal, or a four-some playing, all of which creates an atmosphere of curiosity and desire that would hardly exist if the advertiser left his program buried in a long, characterless list, much as a needle in a haystack.

In magazines, all the stations through which the program may be tuned are listed. The newspaper copy is confined to mentioning the local station included in the chain. The copy, now so familiar to bridge enthusiasts, lists the hands, enabling those interested to prepare in advance of the program itself.

Mention is made of the opportunity to obtain detailed reports of the games and the announcement of the succeeding problem by addressing the company, in the case of magazine copy. The company's name is absent in newspaper copy which, instead, asks the reader to write to the radio station used in his territory.

As against listing but one station in newspaper copy, the Radio Corporation of America lists five stations prominently. Several typical advertisements in its series show a standard form of layout. The copy states that broadcasting of the R. C. A. Radiotron hour is done on Thursdays at 9 p. m.

It is essential to impress upon readers the time of broadcasting. The Radiotron copy does this by visualizing the hour the program will be on the air by a shaded reproduction of a clock face, timed at 9 p. m. while a segment in white space throws into relief the time between 9 and 10 o'clock. No description of the program is given, thereby enabling the copy to be used repeatedly, in any city for any week.

Our next example comes from a local advertiser, the Leverich Bond & Mortgage Corporation, Brooklyn, N. Y. Five-inch single column space is used.

LARGER AUDIENCES ASSURED

This company finds that featuring its program in advance of broadcasting has resulted in larger audiences. It feels that the advertisement should display the entertainment rather than talk about the product, or, as in its case, the investment, for after all, the radio public's main interest is in relaxation and pleasure. M. Lloyd Bowen, vice-president, writes: "This advance publicity has another factor of importance in as much as many of the listeners do not have any particular station in mind from which to receive their entertainment. Therefore, we endeavor to draw their attention to our program and, naturally, to the station from which it is to be received."

Another local advertiser, the Rudolf Roemer Furniture Company, New York, using six-inch space, does talk about its business. After announcing programs for the evening and the Sunday following, the reader is asked to refer to the company's sale advertising in another newspaper for a future date. Milton Roemer, president, states that this has been found to be an effective tie-up between its programs and newspaper advertising.

The information furnished by the Maple Leaf Milling Company, Ltd., Toronto, should be particularly helpful, for this company has made several experiments. They are best described by J. W.

Insuring packages is more convenient



NORTH AMERICA Parcel Post Insurance solves the problem of how to insure packages conveniently and economically. Coupons from a North America Coupon Book insure automatically and promise prompt adjustment in the event of claim.

Ask any North America Agent about this dependable and efficient insurance—or send the attached coupon for full information.

the North America way



Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W-33

Name

Street

City State

Wants information on Parcel Post Insurance

"The Oldest
American
Fire and
Marine
Insurance
Company"

Founded 1792

Moore, advertising manager, in the following words:

"We have never relied solely on the radio page listings to secure for us an audience.

"We started out by running advertisements of 300 and 400 lines in the daily newspapers the day previous to our broadcast, and on the day of the broadcast followed up with a smaller advertisement. At no time have we attempted to sell our brand, but the space has been devoted to a cut of the artists and details of the program.

"We have also featured advertisements with illustrations of the artists, but did not give the program in detail. If letters of appreciation can be taken as a criterion, then it is a decided advantage to list the program in the advertisement. We have made another change in running our program advertisement on the same day as our broadcast, instead of the day previous, and we feel that this has also enlarged our radio audience.

LETTERS HAVE INCREASED

"Since we have adopted the plan of featuring both artists and program on the radio page and on the day of our broadcast, our letters of appreciation and phone calls have increased over 100 per cent, so that it is reasonable to assume that the latter plan is working out much better for us."

Wholehearted sympathy for the stand taken by newspapers to eliminate free advertising in their radio columns is expressed by Henry Obermeyer, director of the advertising and display bureau of the Consolidated Gas Company, New York. In response to an inquiry from PRINTERS' INK, he explained the attitude in this respect of the Broadcasting Committee of Greater New York Gas Companies. Five gas utilities together with their subsidiaries are co-operating in this radio advertising campaign.

Like the Maple Leaf Milling Company, the Broadcasting Committee is not leaving itself dependent on program listings or chance free publicity to make certain of a receptive radio audience. No

broadcasting would have been considered, much less undertaken, without provision to control intelligently its advertising to the public.

"There is no question that a commercial radio program should be backed up, as fully as possible, by consistent and intelligent paid newspaper advertising," said Mr. Obermeyer. "In our case, we set aside more than 50 per cent of our total broadcasting appropriation for the purpose of advertising our program in the daily press. We did this in spite of the fact that we had at our disposal a ready-made direct-by-mail medium of surpassing effectiveness, namely the back of the gas bill. This latter was utilized to the fullest extent, and in addition hundreds of placards and thousands of blotters, advertising the radio programs, were hung up and distributed from branch offices situated at strategic locations in the Greater City.

"In spite of all this effort, we still regarded the newspapers as our chief reliance in making our cooking course known to customers. This step proved to be fully justified when, as the letters came pouring in at the rate of nearly 2,000 a week, we found that a considerable majority contained clipped advertisements from the daily newspapers announcing our program."

At first, it may appear paradoxical to discuss the advertising of programs by a non-radio advertiser. Such a development, unique as it may seem, arose in connection with the Broadcasting Committee's activities. The station which it is using extends beyond the service territory of its participating members. The campaign was under way but a short time, when the Bridgeport Gas & Light Company, of Bridgeport, Conn., asked and obtained permission to advertise the program in its territory. Lower half-page space in all Bridgeport papers was used and readers were referred to the Bridgeport company for copies of the lecture and cooking recipes.

Size of space used in the advertisements collected in connection with this study, vary from about

Miami Today

The following are excerpts taken from an Editorial in *Miami Daily News* of February 16th:

There are more people in Miami proper and Greater Miami at this hour than there have ever been at any time in the history of these communities. Without reflection, one may challenge the truthfulness of this statement, because the first impression would be the fleeting message from the eye, failing to take into consideration the much wider spread in area and facilities which Miami has assumed in the last two or three years.

There are more apartment houses and hotels, and, in addition, the new boulevards and the perfected traffic system have done away with congestion on the streets. We can take care of 100,000 visitors here now with comfort and convenience, whereas not long ago it would have been a perfect mess.

There are not only more visitors here, but they are happier in their present surroundings than in past years. There's a tranquillity which fits into tropical scenes. Within the last few years, business men who have come here for rest have not found it in the measure desired. There was a hustle and bustle that was characteristic of New York and Chicago.

With deflation out of the way, we are apt to have a building of homes here that will jar the pessimist. The reduced rates at hotels and apartments also have had a tremendously stimulating effect on the winter pilgrimage. Even good news travels fast. Trains and ships are coming in here loaded, and the picture of things is that which nature, architectural genius and community progress have made, with all the disquieting, distracting circumstances of the last few years extracted.

The *Daily News*, after a pretty thorough and careful diagnosis of existing conditions, feels justified, even in a conservative state of mind, to convey a message not only of reassurance but congratulation.

The price of land is fixed by the facility with which it lends itself to agricultural pursuits, to the building of homes and to the maintenance of business centers. Thousands and thousands of lots have been sold. Their worth will be established by the demand from the builders of homes, not speculators. Once this becomes thoroughly fixed in the community state of mind, then we will have a residential drift to south Florida. This will be constructive growth.

That The *Miami Daily News* is keeping abreast of the substantial growth of its city and suburbs is evidenced by the increase of its daily circulation of 5,426 in January 1927 over the same period in 1926.

The *Daily News* leads in city and suburban circulation by 2,430 daily over second newspaper. Population, city and suburbs, 160,000.

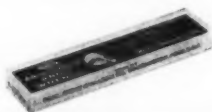
National Advertising Representative

New York

I. A. KLEIN

Chicago

Next to the product itself,
the *package* is a manufacturer's most important and effective sales weapon!



THE sale of your goods will receive a decided boost if they are attractively packaged. We have manufactured these high class lithographed sales stimulators for a number of years. Our clients are among the most important manufacturers in America.

If you have a problem, let us help you solve it. The experience and skill of our Service Department is at your disposal. Ideas, dummies and estimates furnished free of any obligation. **WRITE!**

BROOKS BANK NOTE COMPANY

Springfield, Mass.

New York

Philadelphia

Boston

Lithographed Folding Boxes—Labels—Window Display
Advertising—Commercial Stationery

two inches for Wheatsworth, in New York, and the Gold Medal Radio station, Minneapolis, to four columns, fifteen inches used by Supplee-Wills-Jones, of Philadelphia, and the half-page copy mentioned above. Single-column copy of from four to six inches is more generally used.

Except for special events, most of the regular advertisers advertise on the day of broadcasting. In the case of the co-operating gas advertisers, who broadcast a morning program, evening newspapers of the day before and morning newspapers of the day of broadcasting are used.

A classification of fourteen program advertisements shows that seven are devoted to program descriptions, three to program and product, three to incidental mention of program and one to incidental mention of product.

In both newspaper and magazine space on Atwater Kent radios and Eveready batteries incidental mention is made of the respective broadcasting hours and stations used. Newspaper space was used to advertise the Eveready Lincoln Birthday program.

The latest recruit to the program advertisers is the Cities Service Company, which will advertise each week in newspapers of sixteen cities. This campaign is announced at the same time as is the decision to broadcast. It has special significance to present and prospective radio advertisers. It shows that the trend of program advertising has advanced from the stage of afterthought to forethought. Greater provision is now being made in the appropriations for radio broadcasting to insure a successful reception.

The necessity for this is clearly defined by Mr. Obermeyer, of the Broadcasting Committee of Greater New York Gas Companies, who asserts: "Radio broadcasting, without the proper advertising assistance, is very much like shouting your message in the teeth of the wind. Advertise, and the wind will be with you."

Perhaps the best testimony in support of this assertion is the pro-

gram advertising which broadcasting stations themselves are conducting. Those advertising include the International Broadcasting Corp., WGL, the Atlantic Broadcasting Corp., WABC, and the Gold Medal Radio Station, WCCO. H. A. Bellows, manager of the latter station, has expressed the opinion that it is only a question of time when all broadcasting stations will have to buy paid space to advertise their program features.

"My own feeling is that radio advertisers are going to take more and more space in the newspapers in which to describe and call attention to their own programs," writes Mr. Bellows. "This policy seems to me a wise one. It gives a chance for individual description and links the programs with the product in a way that inclusive station advertising cannot possibly do. I have urged our clients to use more, rather than less, newspaper space, and most of them are doing it."

The advertising of radio programs appears to be the most satisfactory way of telling the public of broadcasting activities for, after all, a radio program is not unlike a commodity which must be brought before the public if it is to win preferential attention over competing programs.

New Account for O'Connell-Ingalls Agency

The O. A. Miller Treering Machine Company, Brockton, Mass., manufacturer of Nouveloid shoe-trees, has appointed the O'Connell-Ingalls Advertising Agency, Boston, to direct its advertising account.

W. B. Tallman Joins Harry Marx

William B. Tallman has joined the sales staff of Harry Marx, New York, art service. He was formerly art director of The Blackman Company, Inc., and the Newell-Emmett Company, Inc., New York advertising agencies.

A. J. Deinzer Joins Low, Graham & Wallis

Anthony J. Deinzer, formerly with the Reincke-Ellis Company, Chicago advertising agency, has joined the staff of Low, Graham & Wallis, Inc., advertising agency of that city, as assistant production manager.

One Newspaper in a Thousand

The York, Pa. Gazette and Daily

A recent schedule offered to 1,000 papers was accepted by all of them except The Gazette and Daily. Such a paper surely provides extraordinary returns for advertisements that are accepted.

Howland and Howland

National Representatives

NEW YORK
393 Seventh Avenue

CHICAGO
360 North Michigan Avenue

PHILADELPHIA
Ledger Building

Filene Outlines Some Retail Developments

He Predicts That Mail-Order Houses Will Eventually Sell More through Their Stores Than by Mail and That the One-Price Store Has a Promising Future.

IN the course of a talk before the Interstate Merchants Council convention at Chicago, Edward A. Filene, president, William Filene's Sons Company, Boston, made some interesting predictions regarding forthcoming retail developments. Among other things, he said:

"The chain-store movement is so pronounced that at least two Chicago mail-order houses are now creating chains of retail department stores. As you know, Sears, Roebuck & Company have stores in Chicago, Philadelphia, Kansas City, Dallas, Seattle, and Evansville, Ind.; and Montgomery Ward & Company have them in Chicago, Kansas City, Portland, Oreg., St. Paul, Oakland, Calif., Fort Worth, and Baltimore. According to reports, their sales are greatly exceeding all expectations.

"I believe the mail-order houses in taking this step are doing a great service to the country, although they may do their share in inconveniencing the small retailer, who is too self-satisfied and is not trying strongly enough to understand what is happening to the retailers, wholesalers, and producers.

"I know of the difficulties that the mail-order houses are having at this, the experimental stage of their retail store chains; but I want to go on record here that within ten years the leading mail-order houses, such as Sears, Roebuck & Company and Montgomery Ward & Company will be doing more business through these retail stores than they are doing by mail order now, and in addition will be doing more mail-order business also than they are doing



Our interest in the advertising problems of manufacturers in Central New England goes deeper than the publication dollars they may spend. Selfishly, we must render these neighbors a super-service to protect the very future of our business. We cannot continue to succeed without the goodwill of these near-by friends.

THE MANTERNACH COMPANY

Advertising

The Manternach Building · 55 Allyn Street

HARTFORD, CONNECTICUT

For Nearly 100 Years

THE

Boston Evening Transcript

Has given the public the best there is in clean and intelligent journalism.

It has a national reputation as one of the great Newspapers of the Country and appeals to a class that is vital to advertisers.

Its family circulation is its greatest recommendation. Home goods need home buyers.

Highest ratio of buyers to readers

National Advertising Representatives

CHAS. H. EDDY CO.

Boston · New York · Chicago

R. J. BIDWELL CO.

San Francisco · Los Angeles

HARPER BUSINESS BOOKS

Are you interested in **THE ANSWERS** to important questions such as these?

Can the effectiveness of general publicity or good will advertising be measured?

What other factors than advertising help to build prestige?

Does our advertising pay?

Can we use methods of identification that will help our products to advertise themselves better?

How do we stand in the public mind in relation to our competitors?

What methods should we use in the future to improve our position?

You will find the actual answers to many such questions, or methods that will help you to determine the answers, in the newly published book

The MEASUREMENT of ADVERTISING EFFECTS

By GEORGE BURTON HOTCHKISS
and RICHARD B. FRANKEN
of New York University

Based upon investigations made independently, covering more than a year in time and requiring the tabulation, study, and analysis of over 100,000 items.

Cloth \$4.00

See It First—Use This Coupon

HARPER & BROTHERS
49 East 33rd Street, New York City

Gentlemen: Please send me postpaid for free examination one copy of **THE MEASUREMENTS OF ADVERTISING EFFECTS** by George Burton Hotchkiss and Richard B. Franken.

- ☐ I agree to remit \$4.00 within ten days of receipt of book, or to return the book.
☐ I enclose my check for \$4.00.
☐ Please send this book C.O.D.

Name

Address

Business Connection

P. I. 33

at present. This is not difficult to understand because as they develop their retail department stores, they will be able to fill more definitely and satisfactorily the mail-order needs of the territory where each department store is, because of their closer touch with those outside areas.

"Then, there are being created many stores that sell only at one price, or at a limited range of prices. In Washington Street, Boston, where our store is, there are numerous one-price shoe stores; there are three clothing stores that are selling at only a single price, and there is a good tailor who makes clothes only at one price.

"While this movement is in its infancy, it has very great possibilities—very great probabilities—and will of course carry with it still greater power of underselling the individual stores on the most wanted lines of goods. Not only is there a definite beginning, a very successful beginning, of one-price stores, such as the Thom McAn \$4 shoe shops, and others, but as you know, Woolworth is doing a business of more than \$250,000,000 annually on five-and-ten-cent goods—almost the most restricted price area in which one-price goods can be made.

"But the possibilities for profit in applying the Woolworth ideas to the higher-price goods are very much greater, because the waste in production and distribution on high-price goods is not restricted to one or two cents, as it necessarily is on five-and-ten-cent goods. This must lead definitely to more chains of one-price stores."

National Advertisers Appoint Outdoor Chairman

L. L. King, of the Goodyear Tire & Rubber Company, has been appointed chairman of the outdoor advertising committee of the Association of National Advertisers. He succeeds T. F. Driscoll, of Armour & Company, resigned.

The New York chapter of the association, which omitted the meeting for February, will hold its next session on March 31.



"That's the most helpful book I've seen in years, Tom!"

"What book is it?"

"Why, it's one put out by the Acme Visible Record people—'Profitable Business Control.' I've seldom seen a book so complete and so well illustrated. I've heard a lot, in a vague way, about visible records, but *this* book makes them really understandable. And we can certainly use them to advantage in three departments."

A great many executives have expressed themselves to each other and to us in a similar way. And we want to thank them.

We believe this really is the most understandable book on visible records now in print. It covers concisely: purchase, sales, bank, credit, stock, department store, insurance, club, police, school and telephone record in-

stallations, and shows actual photographs of each type. It will make clear to you just how Acme Visible Records can fit into your business and make your records far more useful than they have ever been. The coupon below, if filled out or attached to your letterhead, will bring you a copy of Profitable Business Control. Sending for it involves no obligation whatsoever.



ACME

VISIBLE RECORDS

ACME CARD SYSTEM COMPANY
Lakeview Building, Chicago

☐ You may send me your book
"Profitable Business Control."

Name.....

Firm Name.....

City.....State.....

Have you thought about the Graybar Building?

The largest office building in the world officially opens May 1st, 1927, in the most convenient location of the entire Grand Central zone, viz; on the corner of Lexington Avenue and 43d Street, with one side adjacent to the Grand Central, another to the Commodore Hotel, and a third to the United States Post Office.

Leases already closed assure it of being a real center for advertising and publishing, among the many tenants in this class being the Condé Nast group, J. Walter Thompson Co., Consolidated Magazine Corp., Dartnell, Success Magazine Co., etc.

LOW RENT

Due to our having leased over 40,000 square feet of space in this building, we can sub-lease several small or moderate size blocks of space at attractive rates, which is to say at from \$2.00 to \$3.25 a square foot, depending upon size and location and upon whether or not partitions and service are included in the rent.

Without obligation to you, let us give you full particulars. Kindly write us or telephone, Vanderbilt 2642.

EDWARD LYMAN BILL, Inc.

Publishers of Business Papers for Over 48 Years

383 Madison Avenue, New York City

Striking New Notes in Newspaper Illustrations

The Engraver as Well as the Artist Deserves Credit for the So-Called "New Art Techniques," Such as the Ovington, Blue Goose and Rinso Campaigns

By W. Livingston Larned

CONSIDERABLE interest always takes place when a seemingly revolutionary note is injected into the art work of a newspaper series. Advertisers who display unusual care in the preparation of such campaigns may be sure of recognition. The innovation in art is not overlooked, and it is safe to assert that the public is never indifferent to the physical originality of the advertising.

A recent distinctive newspaper series received much favorable comment. It occupied large space, five columns in width by almost the full depth of the page. It was, therefore, easier to devise novel layouts and art techniques. Over three-fourths of this space was devoted to illustration, incidentally.

Frankly, the technique was not startlingly original. It merely seemed to be, because of the space, the fine compositions, the excellence of the plates and, finally, the fact that few other advertisers were handling their illustrations in this manner at the time.

The American Fruit Growers, Inc., decided to select familiar restaurants, hotels and individualized eating places, and not only show Blue Goose grapefruit and oranges in use there, but give picturesque glimpses of the environment, in each case. Still-life studies of fruit and de luxe table service were drawn, first, in clean pen-and-ink outline, with no shading of any kind. In a few places, small areas of solid black were introduced, but they were always guardedly employed. Then the artist washed in flat gray tones, of varying degrees of strength. They ranged from the most elusive and almost indistinguishable gray to a deep and sturdy tint. Vignettes were avoided; likewise modeling

or tone gradations. Perhaps four planes of color were introduced. Contrast was kept constantly in mind, to safeguard reproduction. In certain areas, the halftone screen was entirely cut



Why Alice Foote Mc Dougall serves
BLUE GOOSE GRAPEFRUIT

The Gears' owner, The Rogers, New York, Inc., says that annual direct sales exceed \$10 million. "We're strong after the third year so we know that time has served the line," says Joe Battistone, sales and distribution, if it's the product, representing one of a narrow group of new lines. The Gears will be tested first. Why? Because the



THE ATMOSPHERE IN THIS NEWSPAPER
ADVERTISEMENT FITS THE PRODUCT
ADVERTISED NICELY

away on the plate, allowing the white paper to show through.

With a medium coarse screen, the result was noticeably original. The illustrations possessed an immaculate and tidy appearance. Their atmosphere was nicely gauged to fit a food product such as the one advertised.

The advertiser in newspapers, who would have a distinctive campaign, will do well to use certain

techniques when the majority are not using them. It is an old but an effective expedient. The Blue Goose series has flashed across the horizon at a time when the outline and flat wash treatment is not being used to any appreciable extent.

In a crowded field, where competition is intensive, newspaper campaigns such as this are visual meteors. There is no escaping them. They are commented upon and make an important impression. Advertisers realize that individuality is largely determined by three fundamental factors of construction: Composition, art technique and originality of conception. Many illustrations are commonplace for no better reason than that they have been drawn in the traditional way. They are literal. The compelling pictures of the hour are not necessarily futuristic, but they most emphatically do discard rules and regulations of the past. The newspaper advertising of a New York specialty shop, Ovington's, has won considerable praise.

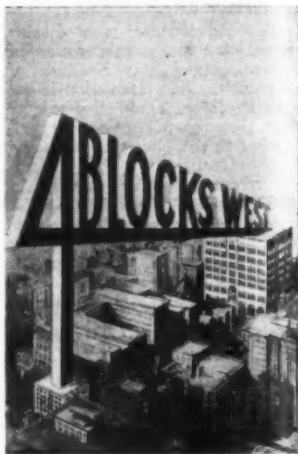
The technique of the Ovington illustrations has surrounded the store itself with a very definite impression and individuality. This is precisely what the advertising set out to do. People can buy distinctive and different things here and the advertising has launched that idea.

Ovington artists will take crystal goblets, simple as to design, and so handle them in pen techniques, that they will become attention-compelling marvels in their own right. Where other artists might draw glassware with delicate lines, the Ovington methods will run exactly contrariwise. The effect is postery and bold.

At one time, users of pictures of buildings, on newspaper stock, seldom went beyond a methodically literal pen drawing made over a silverprint. Every window was included, every brick, every architectural quirk. Nothing was omitted. The photographic original was followed, detail for detail. They were as cold and as inartistic as possible.

Today, few of these archaic il-

lustrations are in evidence. Pictures of anything from a skyscraper to a factory, a mansion to a modest bungalow, are rendered in charcoal, grease crayon, pencil or dry brush. There is a freedom of technique and a disposition to leave out at least 50 per cent of the detail. As a consequence, such illustrations are altogether pleasing to the eye and surprisingly artistic, whatever the subject. If in pen



to 17th & Chestnut Streets—December 1927

Telephone 461-2900
BONWIT TELLER & CO.
 Now at 13th and CHESTNUT STS., PHILADELPHIA
 After December 1, 1927 at 17th and Chestnut Streets

A STRIKING AND ORIGINAL RETAIL
 NEWSPAPER ADVERTISEMENT

and ink, then sketchy handling dispenses with that former rigidity of form and style.

For several seasons the illustrations which form an important part of the advertising in newspapers, for the Chateau Frontenac, of Quebec, have featured art techniques, which, by virtue of their distinctiveness not alone segregate them from other pleasure resort campaigns but reflect the spirit of the hotel itself, and its unusual locale. Each season, a wholly new and different art atmosphere sur-

Could You Turn Down Your Largest Prospective Client's Business?

Here's probably one of the biggest jobs open today in the advertising business

Frankly, we don't expect this one advertisement to find the type of man we are seeking, because we want a man not only experienced in modern advertising and marketing methods but one who can secure accounts yet retain his enthusiasm when large prospective business is rejected.

Perhaps the reasons for the above should be given: First, this is one of the largest direct advertising, merchandising and marketing companies in the East. Second, it is not interested in selling just direct *advertisements*—but a complete marketing service. And there is a reason for this:

Some time ago we went over our past records very carefully. And we discovered that

—96% of those campaigns *which followed completely the recommendations of the William Green Plan Department* have in every way accomplished the purposes for which they were developed.

On the other hand,

—45% of the campaigns following plans other than those of the Plan Department have not fully justified their cost. And,

—we still have as clients all those who utilized the complete campaigns.

Consequently, we are looking only for the man who will turn down a prospective client rather than sell a plan "in part" or "with certain changes."

If you are the man, you will soon have a strong permanent clientèle, but you are going to miss a lot of "easy business" with this method.

We, too, will lose business. But our clients *won't!*

And that's the big point.

Reply by letter, giving age, past connections, and reasons why you would consider the above proposition. The right man will find the financial arrangements satisfactory

Address—J. J. O'Donnell, Sales Manager

WILLIAM GREEN

a corporation

627 West 43d Street, New York City



REVISED EDITION OF "SALES CONTESTS"

It Tells

In most authoritative manner the exact bearing that Sales Contests have on Sales, Salesmen and Wholesalers. It analyzes Contest Plans, indicates their use, abuse, influence and possibilities, and suggests an entirely new development of an old and very much worth-while system of sales stimulation.

This new book—called Sales Contests—epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. It is yours for the asking . . . entirely without obligation.

ADVERTISING AGENCIES

Your clients will appreciate a copy of "Sales Contests." Its contents are of vital interest to you as well.

**United Premium Sales
& Service Co.**
307-1501 N. Michigan Ave.
Chicago

rounds Chateau Frontenac newspaper advertising.

One season, the drawings were in artistic brush outline, with overlays of Ben Day; another campaign gave the impression of sketches made on the spot, by an artist, with pad and pencil, and the current series uses soft crayon effects, admirably suited to the winter themes.

NOVEL USE OF PHOTOGRAPHS

Old newspaper techniques can be made to seem new through the application of studio principles and novelties. A case very much in point relates to a series for Rinso, now appearing in newspapers.

The foundation of the campaign is a set of camera studies of housewives. Real women tell of real experiences with the product. This calls for unaffected studies of housewives, busily engaged in household tasks, such as washing clothes, ironing, hanging freshly laundered linen out to dry, etc.

But how can mere photographic copy be made to represent a new art technique? Nothing very novel in that. You see such illustrations in newspapers right along. True, these Rinso pictures are photographic. They differ in one important respect, however, from the rank and file of coarse-screen halftone work from camera studies. The manner in which whites have been tooled out, transform them into a semblance of original wash drawings, poster effects and tempera art, without loss, in the faces and hands, of the authenticity of photography. If a woman is ironing a patterned blanket, this pattern is intensified and given the poster art touch, by cutting out liberal areas of white. In all instances, figures are silhouetted against plain, white backgrounds. It is as if the artist had taken a conventional photograph and gone over it with a brush and liberal applications of white paint. It is photography, plus the addition of clever, poster high-lighting and tooling. All of which lends the impression of a "new art technique."

One of the most pronounced advances made, artistically, in the

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>February 17, 1927</u>			
Edition Ordered	22,600	21,800	21,900
Actual Run	22,600	21,800	22,000
New Subscriptions Received	158		
Renewal Subscriptions Received (Prior to expiration 190 After expiration 21)	211		
Net Paid Gain	31		
Net Paid Loss	-		
Total Paid-in-Advance Mail Subscriptions	19,329	18,777	18,603
Newstands Sales	2,088	1,963	2,090
(a) American News (net sales)	1,806	1,701	1,810
(b) Direct Out of Town (net sales)	282	262	280
Bound Volume Sales	198	181	182
Office Sales—Current	144	50	69
TOTAL NET PAID	21,761	20,971	20,914
Voucher Copies Mailed to Advertisers	251	232	385
Complimentary	-		
Samples	43		
(a) Requested	43		
(b) Unrequested	-		
Changes of Address	-		
Duplicate Copies	1		
Employees and Sales Promotion	253		
Total Number of Copies Printed Since January 1	157,355		
Average Edition from January 1 to Date	22,479	22,041	21,680

X High Water Mark

Signed

Frank H. Wheeler
Circulation Manager

We create what we
print and print what
we create: principal-
ly *books & booklets* to
picture a business, a
product or a service.



CURRIER & HARFORD
LTD · 468 FOURTH AVE., N.Y.C.



newspaper illustration field, has to do with the combination of pen work and halftone tints and textures. The old original fear of this blend has vanished. The advertiser uses a halftone screen when his basic idea seems to make it advisable, as opposed to any other medium, and disappointments are few and far between.

The noticeable increase in popularity of the futuristic school of art has been instrumental in perfecting methods, for delicate tones are necessary to give expression in this cult.

It is not that there is less complication in adjusting the halftone to porous stock, but artists have mastered the plan of fool-proof contrasts and the importance of high-lighting and of tooling out whites, at strategic danger zones.

ENGRAVER DESERVES MUCH CREDIT

It is the engraver, as well as the artist, who should receive much of the credit for arriving at so-called "new art techniques" for newspaper reproduction. Those unacquainted with what share of the work is produced in the engraving shop might well be startled if they could see, side by side, the original copy, and the proof of the engraving, after the modern engraver has finished with it.

Blacks are stippled and made interesting; Ben Days, in reverse, transform solid areas which might not seem very interesting in the artist's original, and in the halftone field, it is the engraver who "tricks" a plate out with unexpected highlights, vignettes and silhouetted effects, all, however, "personally conducted" by the artist, who writes out his engraving specifications very clearly.

It is possible to send a postery, black original drawing to the engraver, and to receive back from him what to all intents and purposes, is a fine wood engraving. This result is achieved by some artistic engraver who, by manipulating the plate, arrives at this effect. White lines, and dots rouletted over the heavy blacks, change the entire aspect and technique of the first illustration.

Advertisers who at one time fol-

lowed the practice of always having line plates made from dry brush and crayon or pencil originals, have learned that the high-light halftone is preferable and will produce far more original engravings.

The Columbus spirit has developed these innovations of art technique for newspaper use. Advertisers express a greater willingness to try new paths and to experiment, even when these experiments cost a little extra. Sometimes an accident is responsible, as when an advertiser sent a vigorous poster in dry brush, black and white, to the engraver for a three-column cut, and, through some misadventure or misunderstanding, a halftone was produced.

It had been handled conscientiously by a modern engraver who was somewhat of an artist in his own right. A coarse screen minimized the full strength of the solid blacks, and softened other portions of the drawing. For one thing, the composition was solidified. The tooling out of whites also helped. When the advertiser saw the proof he was both amazed and delighted. An entire series was handled in this manner and was looked upon as a "new technique."

Modern newspaper illustrations depend upon novelty of idea, composition and handling, rather than upon overwhelming areas of black. This is a good thing for everybody. The clumsily made poster-black picture disturbed the art balance of any page.

The engraver, as never before, is being taken into the confidence of both advertiser and artist when a pretentious campaign is being prepared or thought out for newspaper reproduction.

The engraver is a practical man. He does not permit himself to be governed by day-dreams and illusions. To be practical is more important in his estimation, than to be artistic.

And he will be perfectly truthful in the matter. As like as not, he will suggest a compromise or a solution of some kind which will turn failure into success.



We do only offset printing and are specialists in direct advertising.

Inserts, Folders
Broadsides
Illustrated Letters
Window Posters

OFFSET GRAVURE
CORPORATION

110 Seventh Avenue
Long Island City New York
Astoria 7101

**Your Own
MOTION
PICTURES**

INDUSTRIAL-EDUCATIONAL
COMMERCIAL-ADVERTISING

Your business has an interesting selling story to tell and from many years of experience we know how to tell it for you.

Stanley
ADVERTISING COMPANY

220 W. 42 ST.
NEW YORK
WEST CHINA BRANCH

1916 RACE ST.
PHILADELPHIA
BIRMINGHAM BRANCH

Advertising plans based on well-established market facts don't change their character so often.

And advertisers who take the pains to get such facts don't change agencies and advertising managers so often, either.

One reason for the too great turnover in advertising accounts and advertising men is that there is still too much bunk and guesswork and too little earnest study.

R. O. EASTMAN

Incorporated

7016 Euclid Avenue, Cleveland
154 Nassau Street, New York



Jobbers

with the aid of 14 railroads and 7 concrete highways, cover a territory that can not be served so economically from any other point. They, with Peoria's leading newspapers, will help you establish distribution here.

**The PEORIA
JOURNAL-TRANSCRIPT**
**Read in
4 out of 5 Homes**

Write for Merchandising Co-operation
CHAS. H. EDDY CO. Nat'l Representatives
247 Park Ave., New York Wrigley Bldg., Chicago
Old South Bldg., Boston

How a New Business Grew Out of the Laboratory

(Continued from page 8)

therefore, it certainly must inherit some of the good qualities of this ideal food. We show that a pound and a half of cheese contains approximately 3,000 calories, a calory being the unit of measurement in determining the amount of bodily heat created by food. Foods are taken into the stomach and then pass into the intestines, from which the utilized portions go into the blood. The blood conveys them to the lungs where they are oxidized or burnt, as we call it, and heat produced. Otherwise they are transferred to different parts of the body to build up or replenish wasted tissues.

I am stating the proposition here substantially as we tell it to our salesmen, so that it will be understood that we can convey heavy scientific principles in a manner that will permit their easy absorption.

After demonstrating the foregoing—and making the salesman understand that all the different food elements, including mineral salts and vitamins, are needed for the sustenance of the body—we then logically come to the statement that since cheese lacks carbohydrates we must make up the deficiency by using cheese in conjunction with other nutrients, which carry an abundance of the food elements missing in cheese.

And this brings us to Pabst-ett. In developing the point before a recent meeting of our salesmen I said:

"It has been pointed out to you that cheese is not a perfect food. This does not in any way minimize its value as a food, which is approximately six times that of milk. Cheese lacks some of the constituents of milk, viz: the milk sugar, the lactoglobulins and lactalbumin. It is not possible to retain them in cheese-making, since any attempt to save these constituents would result in a sour cheese and would retard its ripen-

ing. The only method to create a product which contains all of the constituents of milk is the Pabst process employed in the manufacture of Pabst-ett. This method consists of incorporating the concentrated whey, which is the liquid separated from the curd, with well cured old cheese.

"There cannot be any doubt that such a product must be superior to ordinary cheese and that it deserves the highest qualifications. Its smooth texture permits it to be used in many different ways. Its nutty flavor and snappy taste create a desire for more. It makes your mouth water and whether you consume it before or after a meal, it helps digestion. It can be used in the culinary arts to better advantage than ordinary cheese. It melts on the tongue thus indicating that it dissolves more readily and is more prone to the attack of the gastric juices than ordinary cheese. It is a true food containing all of the food elements in conjunction with some vitamins and when used exclusively will undoubtedly furnish the required nourishment for the maintenance of life.

"However, since variety is the spice of life, it is understood that no matter how good a food might be, eating it every day would result in tiring of its exclusive use. Cheese and cheese products should, therefore, be consumed in conjunction with other nutrients. We must live on a mixed diet and in following this principle we cannot lose sight of the outstanding features of these two articles, which qualify them to be used regularly as a supplement to other foods. Their high calorific value permits their use as an equalizer in our food ratio, thereby balancing any deficiency in protein and fat.

"The food value of an article as represented by its chemical composition and expressed in terms of the calorific value of its component parts does not truly picture the merits of a nutrient. A food, judged by such analytical data, may contain all of the food elements required for the maintenance

We'll photograph

Anything

Anytime

Anywhere—

But not

Any way!

Apeda Studio
PHOTOGRAPHERS

212 West 48th St.
CHickering 3960
New York

IF you can use the current list of over 500,000 automobile owners in Massachusetts, you can purchase it at a greatly reduced price.

We bought this list for a series of mailings which were abandoned before the list was used.

*No reasonable offer
will be refused.*

THE BARTA PRESS
209 Massachusetts Ave.
Cambridge, Mass.

CALIFORNIA

Are You Represented?

We Desire Additional
Products to Be
Sold to Building
Steel and Machinery
Trades

Harold L. Lewis Co.

1815 E. 7th St.
Los Angeles

An advertisement
for the kind of
copy man
who is hard
to find . . .

For one of those rare individuals who knows the affinity between good writing and effective advertising—a man who can write and can direct with patience and intelligence the writing of others, there exists a fine opportunity in one of the leading advertising agencies located in New York.

Address "W," Box 276,
care of PRINTERS' INK.

of body weight and energy and yet when exclusively used will prove disastrous to the individual who would attempt to live on such an irrational diet. It is not the quantity that determines the value of a food but the quality and form in which these food elements are consumed by the individual. Were we to live on a daily ration composed of the required calories as contained in given amounts of chemically pure protein, pure carbohydrates and pure fat, with an addition of some mineral salts, we would soon starve even in view of the fact that this mixture was scientifically compounded and contained all of the food elements in quantities sufficient to maintain our body weight.

"The food values of our nutrients are determined by certain standards and the one universally used for such purpose is the calory or the heat equivalent contained in a given amount of our food. This manner of determining the value of our nourishments is not devoid of possible objections; it produces only a rough estimate of what is digestible or indigestible, and it does not take into consideration how many calories are used to bring about changes which make insoluble food, soluble, or prepare it for the process of assimilation. It does not consider the beneficial effects of a food upon digestion when used in conjunction with others and although it is admitted to be most difficult to measure such actions and properties they ought not to be entirely disregarded in determining the dietetic value of a commodity."

We have proved again and again, that salesmen can be made to understand these basic food principles. If they cannot grasp them, at least in a general way, their usefulness as representatives of, and missionaries for, Pabst-ett may seriously be questioned.

I have gone into the salesman instruction matter here in somewhat full detail so as to give an adequate picture of our methods and also to show that the laboratory's relationship to selling is

every bit as vital as is its connection with research and manufacturing. This brings me back to my point that the laboratory is the place where merchandising many times should have its genesis.

The man of science, if he is going to perform in a selling way, necessarily must have the advertising sense. When he has it I believe he can be a strong force for absolute truth in advertising, which is something I often read about in **PRINTERS' INK**.

Much advertising misrepresentation, as I have previously intimated, is altogether unintentional. It comes from misinformation or over-enthusiasm. One of our copy writers, in preparing some printed matter recently, said that Pabst-ett is invaluable as a food because it contains *all* the vitamins. I suggested that this be amended to read "*certain* vitamins." Our chemical research had shown unmistakable evidence that some of the vitamins are included. To determine the presence of the others, however, it would be necessary to make certain biological experiments extending over a long period, which we had not yet done. Speaking entirely from a detached viewpoint, I venture to suggest that the laboratory can well become one of the strongest possible elements in making advertising altogether truthful. The chemist or the engineer can be a highly valuable member of the advertising committee, in an advisory capacity in almost any business.

The laboratory can function also in helping the advertising department set forth new uses for the commodity that is advertised. I am one of those who believe that eternal variety is one of the secrets of advertising success. To convey this, it is necessary that the product be constantly studied in a scientific way and the findings passed along to those who form the publicity contact with the public. No matter how well one may know his product, there is always something new he can find out about it. These facts give life and sparkle—also real selling power—to the advertising program.

ABLE EXECUTIVE AVAILABLE

A keen — searching — balanced successful man, backed by a splendid record—one of the most able executives we know.

Ready now for either, sales—advertising or general management of a potentially sound product.

References—both business and financial are of the highest calibre—Christian.

He may be reached through, "A," Box 130, Printers' Ink.

General Manager available

who knows how to organize production; to create a national and international selling force; to conceive and direct an advertising policy — the kind America remembers!

(Because he has done these things.)

Age 39; university man; 20 years experience, part of it conducting own business.

Interested only in bona fide manufacturing or merchandising activity.

Address "X," Box 277, care of Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

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NEW YORK, MARCH 3, 1927

Private Brands— Wholesaler Decentralization

Ever since the liquidation of the large wholesale dry goods house of Claflin, the subject of "decentralization of the wholesaler" has attracted considerable attention.

There is no doubt that the day of the large sectional or national wholesale house has passed. In its place, and growing at a rapid rate, has come the local wholesaler. Increased freight rates, the doctrine of rapid turnover and increased cost of traveling salesmen are among the primary reasons for the growth of this type of wholesaler.

In discussions of this subject we have not yet heard comment on a phase of it that is of prime importance to national advertisers.

We have in mind the matter of private brands. Most of the quarrels and bickerings that for years have been carried out between the national advertiser and the wholesaler can be traced back to antagonism over the private brand issue. The national advertiser has believed that the wholesaler, pushing a private brand, has stepped outside of his functions and become in reality a competitor.

The wholesalers who pushed private brands on a large scale were chiefly those who were doing business on a national or sectional scale. The newer type of local wholesaler has not found the private brand so attractive as did the big wholesaler of other days.

The reasons why the newer type of wholesaler—the decentralized wholesaler—has not found the private brand idea attractive are fairly obvious. In the first place he sees more clearly than did his predecessors that a wholesaler is better off if he refrains from entering into competition with those who employ his services. In the second place he cannot get the volume on a private brand that the bigger wholesaler of other days was able to obtain.

Present-day conditions in the wholesale field, considered by and large, indicate that the private brand evil has been considerably mitigated. That state of affairs should be appreciated by national advertisers. They should see that it continues by carefully guarding against antagonizing the wholesaler to the point where they make him reach out for the private brand as a club. It is entirely within the realm of possibility that many of these localized wholesale houses will unite in chains and as chains will push the private brand more strongly and more effectively than did the old-time sectional and national wholesaler. Probably the best step that national advertisers can take, as some already have done, is to help the wholesaler in his sales and promotional endeavors with his retailers. In other words demonstrate to the wholesaler in a tangible manner that they are in-

terested in making the goods move through his hands and through the retailer's hands. And the best way to demonstrate such interest is to allow him a margin of profit sufficiently large to enable him to carry out the advice and plans handed him by manufacturers.

A maker of several widely advertised products is at this moment considering such a plan. This particular organization, believes that it can dispense with several score salesmen whose salaries and expenses run up into the hundred thousand dollar figure yearly. The money thus saved, this company plans to put into a larger margin for the wholesaler and into more advertising to the consumer. It hopes to see the day when every worth-while wholesaler in its industry will have its own advertising manager who will see to it that retailers served by his house know how to get attention from the public. It believes that if goods move quickly and expeditiously through its hands, through the wholesaler and the retailer that none of those three factors will set itself up in competition with the others.

Eliminating Salesmen's Wasted Time

There is a pretty general agreement that anything which can be done to cut down the time wasted by salesmen between calls will be of great economic benefit to business. Minute tables have been prepared by some executives to demonstrate how much time their salesmen waste in each working day.

Oddly—or perhaps not so oddly, after all—some of the executives who have prepared the most impressive statistics are themselves the worst offenders when it comes to wasting salesmen's time. Not the time of their own salesmen. No, indeed. But the time of salesmen who sit idly in these officials' outer offices while the officials are engaged in conferences of one kind or another.

These executives—and all executives who by the nature of their work have occasion to talk to salesmen from other companies

—can read with profit the advice of W. R. Hill, president, Sargent & Greenleaf, Inc., in March **PRINTERS' INK MONTHLY**:

"It is a poor rule that doesn't work both ways, and every sales executive should see to it that the members of his organization co-operate fully in the matter of reducing the waste of salesmen's time. It is not good logic to preach to your sales organization that it must not waste time, and then make a salesman who is calling on you kick his heels out in the waiting-room for half to three-quarters of an hour before you see him, and then, when he does come in, waste your mutual time. It is not at all difficult to set aside certain hours of the day for seeing people, and then dispose of the callers in order, giving full attention to the subject presented, and dismissing the caller promptly when the subject has been fully covered.

"A great deal of good can be done in sales managers' clubs, executives' societies, associations for the study of management, and similar bodies, to eliminate, or at least reduce, the waste of salesmen's time by practicing and propagating the idea of seeing the salesmen promptly, giving a full hearing, and letting them go on their way when the subject has been fully discussed. I recommend this strongly to executives generally."

Co-operation from all executives who are called upon to see salesmen will go a long way toward eliminating one of the bad phases—bad because it is so inexcusable—of salesmen's wasted time.

Weeding Out Flabby Salesmen

The matter of flabby selling assumes real importance when business enters upon a period of harder competition, when orders are more difficult to get, and when salesmen need resale ideas as well as footwork and affability to get a full share of trade.

One automobile manufacturer discovered that the men who actually sold the cars to the final

consumer differed too widely in results obtained. His investigation disclosed that during six months of the year 1926, 3,065 salesmen sold only one car each in six months of 1926, while 1,435 other salesmen sold but two cars each in the same period. All of these 4,500 individuals sold only as many cars as 200 of the company's really good salesmen disposed of. These figures emphasize again the necessity of instructing dealer salesmen more intensively in knowledge of the merchandise, and indicate also the necessity for a close analysis of sales and sales methods.

There is no room for men in selling who won't make sincere efforts to improve their selling methods. Each man is expected by his management during a time of hard competition to try, at least, to raise his selling results until they approach the level of the leaders. Flabby and lazy salesmen will find themselves distinctly out of place in the up and coming sales organizations of 1927.

The Birds Are on the Wing

Already Bill Bird, as he leans on his snow shovel, is wondering how much it is going to cost him to have the overhaul job done on the car this spring. Already Mary Bird is rummaging in the closet, wondering whether she can make last year's sweater do for this year's touring. And downstairs in the living-room little Bill and little Mary are looking at maps—not geography maps but road maps—and talking about the time Dad went up that hill in the Adirondacks on high. Spring is coming and the tourists are getting ready for the annual exodus.

More and more advertisers are realizing the possibilities of this great tourist market and are making efforts to get their products into that curious, unorganized agglomeration of retail outlets which line the country roads. There is a real sales opportunity here and a real sales problem.

The average proprietor of a roadside stand is not a financial wizard. He is, most likely, what is known by the hard-hearted

credit man as a poor risk. Yet he sells, in one way or another, a pretty sizable amount of merchandise during the course of a summer.

The chief problem, however, is one of getting contacts with the roadside seller. He seldom sells enough to make it worth while for a high-price specialty salesman to call on him. He is really a prospect for a jobber salesman who carries a wide enough line of products to get sizable orders from each prospect. Many jobbers are awake to the possibilities in this market. Manufacturers can do their own jobbers a real service by emphasizing this market and offering the jobbers suggestions on the best method of covering the market in their own territories.

The snow shovel is stacked in a corner of the garage. The closet door is closed. Bill and Mary and little Bill and little Mary are all in the living-room now and already in their eyes is the vision of the ribbon of road unwinding before them. The manufacturer who wants to sell to Bill and Mary and little Bill and little Mary had better sit down in his office and begin to devise methods of tapping the great tourist market this summer. The birds will soon be on the wing once more.

Spring and Summer Campaign on Sunkist Oranges Planned

The Fruit Growers Exchange, Los Angeles, will use a list of 223 newspapers in its spring and summer campaign on Sunkist oranges. Eight advertisements of 336 lines each and two advertisements of 624 lines each, a total of 3,936 lines, will be used in metropolitan newspapers. Newspapers in smaller cities will receive six advertisements of 336 lines. The schedules will be released by the Exchange's district managers, coincident with the arrival of heavy supplies of fruit.

The Los Angeles office of Lord & Thomas and Logan, Inc., advertising agency, will direct this advertising.

The Union Oil Company of California is using full pages in metropolitan newspapers and half-pages in other Western newspapers each week to advertise Union-Ethyl gasoline. Farm papers, class magazines, and aviation, sport and trade journals are being used monthly. Lord & Thomas and Logan, Inc., is also directing this account.

ETHRIDGE

25 EAST 10TH STREET
NEW YORK, N. Y. ASH. 8820

ILLUSTRATIONS

CREATIVE
IDEAS THAT
MAKE
SALES

DRAWINGS IN
CHARCOAL
COLOR-WASH
AND INK FOR
FOLDERS
BOOKLETS
MAGAZINES
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Advertising Club News

Advertising Legionnaires Meet on Steamship

Advertising Men's Post No. 209 of the American Legion, New York, held its first gathering under the commandship of James A. Brewer with a dance aboard the *S. S. Paris* on February 24. The post has not been very active for some time prior to the present administration and the new interest which is being revived was reflected by the presence of many former members of the post and new members. More than 800 legionnaires and their friends were in attendance, including almost all the past commanders.

Herbert R. Schaeffer, vice-commander, was chairman of the committee in charge of arrangements for the event. Theodore E. Damm was master of ceremonies.

The post is now holding luncheon meetings regularly on Mondays at the Fraternity Clubs Building.

* * *

Toledo Women's Club Appoints Gertrude Banks

Miss Gertrude Banks, a representative of the real estate advertising departmental, on the Advertising Commission, has been appointed a director of the Women's Advertising Club of Toledo. She will fill the unexpired term of Miss Julia Coburn, resigned.

* * *

Baltimore Club Elects Direct-Mail Chairman

James E. Dade has been elected chairman of the direct-mail departmental of the Advertising Club of Baltimore. Katherine H. Mahool is first vice-chairman of the departmental. C. H. Kroneberger is second vice-chairman and Marie Pfeiffer, secretary.

* * *

Pacific Coast Clubs Appoint Miss Anna Keil

The Pacific Coast Advertising Clubs Association has named Miss Anna Keil, executive secretary of the Advertising Club of Portland, as convention secretary for the association's meeting at Portland in June.

* * *

St. Louis Clubs Hold Joint Party

The Advertising Club of St. Louis and the Sales Managers Bureau, of the St. Louis Chamber of Commerce, recently joined in holding a Valentine party. Robert E. Lee was toastmaster for the evening.

* * *

Cleveland Club Appointment

George Mills, formerly assistant secretary of the Cleveland Advertising Club, has been named acting secretary.

Second District Opens On-to-Denver Campaign

The Second District of the International Advertising Association which includes New York, New Jersey, Pennsylvania, Delaware and Maryland, recently started a campaign to promote attendance at the forthcoming convention at Denver with a dinner at the Advertising Club of New York. Charles C. Green, head of the New York club, presided.

The principal speaker was E. D. Gibbs, publicity director of the National Cash Register Company and general chairman of the Denver program committee. He said that his committee is planning to have, as speakers at the convention, prominent men from at least six of the basic industries. These speakers will tell of the important part advertising has played in the industrial development of this country.

Gilbert T. Hodges, of the Munsey publications, New York, is general chairman of the On-to-Denver committee.

* * *

Detroit Club Adds Advanced Course to School Schedule

The educational work of the Adcraft Club of Detroit has been expanded by supplementing the elementary advertising course given by the club as a department of the College of the City of Detroit, with a more advanced course. The new class will continue for two semesters and will cover copy, plans and research. Ronald S. O'Neill, vice-president of Brooke, Smith & French, Inc., will have charge of both courses.

At the request of the Adcraft Club, the Detroit Air Board has been conducting an advertising campaign to increase the use of air mail in that city. The campaign has employed newspapers, outdoor advertising, direct-mail and other mediums and has materially aided in an increase in air mail of 280 per cent, since the inception of the new air mail rate.

* * *

E. W. Hunter Leaves International Association

Edward W. Hunter, for the last year and a half, director of the club service department of the International Advertising Association, has resigned to join the Indianapolis Chamber of Commerce as secretary. Before joining the International, Mr. Hunter had been secretary-manager of the Advertising Club of Indianapolis.

During the four and a half years that he managed that club its membership increased from 60 to 275 members. Previous to that time he had been with the advertising departments of the *Chicago Tribune* and the *Indianapolis News* and *Times*.

Advertising Needs the Aid of Salesmanship

Dr. Paul Ivey, lecturer on sales methods at Northwestern University, in speaking at the Poor Richard Club, Philadelphia, pointed out the necessity of scientific training of salesmen along the same lines which have developed advertising to its present efficiency. "Seven times out of ten," Dr. Ivey said, "advertising is away beyond selling methods because we are still in the eighteenth century in the training of salesmen."

"The advertising man knows more about the things offered for sale and his knowledge is more definite than that of the salesman. Of thirty-six individuals brought into a store by one advertisement, of which I have record, only eight made purchases. The reason was that the salesmen didn't read the advertisement and didn't understand their goods."

Dr. Ivey also stated that all salesmen must be so trained that they will do what advertising does, namely, put the same idea into buyers' minds from many angles. This is what is done by a series of advertisements—the same idea is driven home, but each time from a different angle. It is the job of advertising to knock down preliminary resistance in the minds of prospective customers but salesmanship is needed to follow that up. The salesman must be taught to know his merchandise thoroughly, to understand how to present it to the prospective buyer, to learn what the customer wants to know and to sift and organize knowledge.

* * *

Farewell Luncheon for Woodbridge

A fare-ye-well luncheon will be held on March 7, by the Advertising Club of New York in honor of C. K. Woodbridge, president of the International Advertising Association, and former president of the club. Mr. Woodbridge will shortly leave for Detroit to join the Electric Refrigeration Corporation as reported elsewhere in this issue.

* * *

New Junior Club of Boston Appoints Committee

At the second meeting of the recently organized Junior Advertising Club of Boston, a committee was appointed to work on a constitution and by-laws for the club. Its members are William S. Stratton, acting president, and the other acting officers, Miss Helen Toner and James P. Doherty.

* * *

Dallas Club to Display Local Advertising

The display of local advertising that was held last year by the Dallas, Tex., Advertising League will be repeated this year. Roy Cowan, E. P. Hamilton and Stanley Campbell have been appointed as a committee to plan and execute the display.

Salesmen Should Be Studied As a Machine Is Studied

One of the primary considerations in the management of salesmen should be an attempt to study and understand them, according to C. M. Farrell, vice-president and general sales manager of the Irving-Pitt Manufacturing Company, Kansas City, Mo., who spoke at a recent meeting of the sales managers' division of the Advertising Club of Kansas City.

"We employ a salesman for profit," he said, "just as we buy a machine for profit. In the case of the machine we know we have to understand it thoroughly before we can operate it efficiently, yet how often do we neglect this in dealing with a salesman. A man is much more complex and difficult to understand than a machine and should be studied accordingly."

A joint meeting with the Purchasing Agents Association of Kansas City will be arranged by the division at an early date. The next meeting of the sales managers' group will be on March 1.

* * *

Sixth District Gives Way to St. Patrick's Admirers

The convention of the Sixth District of the International Advertising Association, which was to be held on March 16 and 17, at Milwaukee, has been postponed to March 23 and 24. The date was changed by the executive group of the District because it was thought that St. Patrick's Day celebrations on March 17 would curtail attendance at the convention.

The following convention committee chairmen have been appointed: Program, A. M. Candee; entertainment, Charles Crabb; publicity, George M. Pendergast; accommodations, Frank Pettrie; financial, R. E. Wright, and reception, E. F. Schmidt. E. W. Lyman is general chairman of the attendance committees.

* * *

Los Angeles Club Changes Executive Secretary's Title

The increased activities of the Advertising Club of Los Angeles has resulted in a comparative increase in the work of the club's executive secretary, Donald K. Thomas, and a change in title of that official to managing director.

Miss Mary Abernethy, assistant secretary of the club, has resigned after an association of six years.

* * *

Philadelphia Women's Club Holds Annual Dance

The annual dinner and dance of the Philadelphia Club of Advertising Women was held last week at the Bellevue-Stratford Hotel. About 700 members and guests attended the affair, the committee in charge of which was headed by Mrs. Clare E. Robinson.

The Little Schoolmaster's Classroom

A RETAIL member of the Class, in Grand Island, Nebr., writes: "In a recent issue of **PRINTERS' INK** you mention the matter of the manufacturer furnishing information for retail clerks. A booklet issued by Jacob Miller's Sons Company, maker of Eagle Shirts, emphasizes your points. This booklet is thoroughly read and probably every man in our store now has one of these booklets in his pocket. It is also useful for educating the college lads we employ as extra help on Saturdays and during sales."

Compilers of retail sales manuals, please note—"every man now has one of these booklets in his pocket." Here, the Schoolmaster believes, is a point of great importance, often crowded out of consideration by the desire to give the retail salesperson something a bit too complete in the way of a manual. The Eagle Shirt booklet is $3\frac{3}{4}$ by $5\frac{1}{2}$ inches in size. It has thirty-six pages. It could almost be called "vest-pocket size." Its small size and convenient bulk is probably the chief factor in its success. For no matter how good a retail sales manual may be, if it cannot be kept within constant reach, its virtues quickly evaporate. The Eagle booklet is small enough for even a salesgirl to carry on her person or at least in her handbag.

The Schoolmaster believes an excellent rule to follow in getting up a retail sales manual is to make a physical dummy first. The effort to settle size and bulk will simplify a lot of things and save time and expense by the carload. For the bulk of a sales manual determines its use, absolutely, and the extent of its use will almost automatically settle the question of what to put in it.

The Eagle Shirt booklet has on each page a cartoon done in bold black and white, illustrating a selling point. The caption names

the selling point, like, "Six sturdy buttons," and there they are in the picture, six round, smiling faces. About seventy-five words of copy describe this selling point. Beneath it, at the bottom of the page, all summed up for the convenient use of the salesperson, under the caption, "Tell your customer," are the words: "Note the sixth extra button on Eagle Shirts. Enjoy a new comfort."

The various selling points are numbered from 1 up. At the bottom of each page is the number printed in very large type, the caption and the selling point. Thus: "14. Tell your customer: 'Eagle Shirts grow old slowly and look good to the last!'"

* * *

A manufacturer who shall remain nameless called the Schoolmaster's attention the other day to a constantly growing expense to manufacturers that has not been dwelt on in the present general discussion of what "hand-to-mouth buying is leading to."

There has, he says, developed an epidemic of collect telegrams that come in from both dealer and jobber to request shipping dates on orders placed. "In some instances we hardly have time to get orders entered and placed in the hands of our shipping department before a collect telegram arrives asking for shipment.

"This is due to the fact that jobbers, through their attempts to keep stock and orders as small as possible, are constantly in pressing need of merchandise. So they flood the manufacturer with 'hurry, hurry' telegrams.

"These collect wires many times are a great imposition, and should not be accepted. But the manufacturer cannot very well refuse to accept them without embarrassment.

"To make things even worse, however, some of our jobbers have taken to wiring in their orders collect! That is pushing things

Comments like those of Mr. Stoddard are also made by many other manufacturers who have used our help over a period of years, including:

American Face Brick Assn.
California White & Sugar
Pine Assn.
Celotex Company
Crane Company
Detroit Steel Products Co.
Kerner Incinerator Co.
Long-Bell Lumber Co.
Paine Lumber Co.
Riddle Co., The Edward N.
T. S. Materials Company
Vander Slate Company
Wasmuth-Endicott Co.

In the words of—

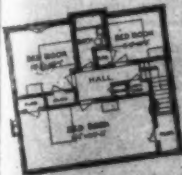
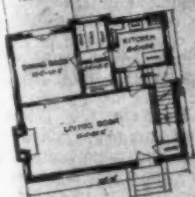
Ralph P. Stoddard, Secretary-
Manager of Common Brick Man-
ufacturers' Assn. of America:

"The fact that we have consistently used the *National Real Estate Journal* almost from the beginning of our national advertising campaign is evidence that we are satisfied with results."

"I am glad to assure you that we value highly the service which your journal is rendering to this industry." "Unquestionably the realtor builder is becoming more and more an important factor in home building in this country. We would not think of neglecting the opportunity to tell the realtor builders the story of brick."

NATIONAL A.B.C. REAL ESTATE A.B.C. JOURNAL

Porter-Beds-Langtry Corporation,
Publishers
139 N. Clark St. Chicago



Brick Houses Enhance Values

Watch values jump and sales come easier when the first home in a new property is brick! That brick home is the best promise you can make of permanent values and community character. Try it. It's been proven time and again. It will work for you.

Build 100% Brick Homes

Make your brick homes 100% brickwork—foundation walls, side walls, chimney and fireplace. Send for the new free 24-page folder, "Hollow Walls of Brick and How to Build Them."

And send your check for 75c for six books that give you the

whole story of brick. For the price of a few cigars you get two plan books showing 120 houses—"Your Next Home" and "The Home You Can Afford"; "Brick, How to Build and Estimate"; "Skintled Brickwork"; "Warm Homes of Brick"; "Brick Sides and How to Build Them."

The Common Brick Manufacturers' Association of America

2139 Guarantee Title Building
Cleveland

Highland Square
Value - Every
to Brick in
Permanent.

BRICK HOME

Chicago, Ill. Chamber of Commerce Bldg.
Cincinnati, Ohio 1115 Grand Central Terminal Bldg.
Cleveland, Ohio 2139 Guarantee Title Bldg.
Dallas, Texas 1001 Main St.
Detroit, Mich. 200 U. S. Exchange Trust Bldg.
Houston, Texas 200 U. S. Exchange Trust Bldg.
Los Angeles, Cal. 200 U. S. Exchange Trust Bldg.
New Orleans, La. 200 U. S. Exchange Trust Bldg.
New York, City 1115 Grand Central Terminal Bldg.
Philadelphia, Pa. 200 U. S. Exchange Trust Bldg.
Portland, Ore. 200 U. S. Exchange Trust Bldg.
San Francisco, Cal. 200 U. S. Exchange Trust Bldg.
Seattle, Wash. 200 U. S. Exchange Trust Bldg.
Springfield, Mass. 200 U. S. Exchange Trust Bldg.

Can You Sell Drug Trade Advertisers?

If you are experienced in selling space to national drug advertisers, and are an aggressive, resourceful plugger, willing and competent to turn loose on a salary basis and shoot for a REAL job with a REAL future, here's your chance for an unusual niche in a prominent publishing house. Knowledge of drug field absolutely necessary. Several virgin territories now open. Write, telling all about yourself and your qualifications. Fullest details will help both of us.

Address "B," Box 131,
Printers' Ink.

ONE of our clients offers an exceptional opportunity to a man, or group of men, who can develop accounts to become associated with a long established advertising agency equipped to handle a large volume of business. ¶ They might consider acquiring one or two smaller agencies on mutually attractive terms. ¶ All correspondence will be treated with strictest confidence and will be read by the President only. Address replies to

**THOMAS L. WOOLHOUSE
& CO.**
Accountants and Auditors
320 Fifth Ave., N.Y.

too far. Not satisfied with reducing stocks to a meager minimum, they actually wait until their supply of merchandise is exhausted, and then they not only expect the manufacturer to disrupt his entire factory organization to fill their tiny requirements but they expect him also to foot costly bills for their telegraphed orders and their insistent wires for shipping dates!"

The Schoolmaster offers this sidelight to the Class as a pertinent cost-of-distribution observation worth more than a passing thought.

* * *

The Schoolmaster recently talked with an advertising agent who has been preparing advertising for a product sold through jewelry stores.

"Our most difficult task," said this agent, "has been to avoid over-emphasis. We like to show the product in the advertising, but we know that people of good taste do not emphasize their good taste. They accept their jewelry and silverware as a matter of course. Therefore in some of our advertising we have avoided showing a single product manufactured by our clients. Our whole idea has been to reiterate the fact that people who count use the product, without using pictures that will make prospects feel that neither we nor the users of the product have good taste. A few months' work on this campaign has made me envy the man who can show the package—and show it as large as he pleases and as often as he pleases—in every advertisement."

* * *

A Canadian member of the Class sends the Schoolmaster the following incident of what might be termed "follow-up without the follow-through":

The Canadian's wife sent an inquiry to an American corset manufacturer asking for a booklet which the advertiser had been offering in his periodical advertising. Within a few days the wife received the booklet and a letter telling her that she could enjoy the luxury of wearing the advertiser's famous corset if she would

Advertising Director

A large manufacturer of nationally distributed products has an opening for a man to take charge of its national advertising department.

AGE

—30 to 35 years.

EDUCATION

—Preferably college graduate.

EXPERIENCE

—Should have at least five years' experience selling advertising, or in the advertising department of a manufacturer, or with an agency.

ABILITY

—Must be able to judge copy and layouts, plan advertising campaigns, and work with others.

The opportunity in connection with this position is unusual.

If you feel you have the qualifications to handle this position, write in detail and your letter will be treated in the strictest of confidence.

Address your letter to "Z," Box 279, Printers' Ink.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Multigraph Ribbons Re-inked

Our *SUR-FYD*

Send 3 Ribbons
to be Re-inked
at our expense.

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Who Sells the Bulk of the Building Material?

Lumber dealers do. The scope of their business is increasing yearly. 35 to 50% of their sales are other than lumber. Good credit.

Write for survey listing items handled.

American Lumberman

Est. 1873 CHICAGO A.B.C.

Technical Copy

for non-Technical readers. By an engineer turned copy writer.

Samples on request

One Madison Ave.

Ashland,
1840

Copy—by Christen



Behind your product is a story full of interest appeal—most powerful of selling sources. Let us help you capitalize on it with motion pictures. We have our own editorial staff, directors, camera men, studio, laboratory and circulation department that will feature your product in a way that will hold and sell your audiences anywhere.

Send for rate card

Industrial—Propaganda Division

Automatic Movie Display Corporation

130 West 46th St., New York City
Brant 6321

just drop into the nearest store which, so the advertiser said, was on a certain street in the city of Quebec.

This would have been an acceptable invitation had it not happened that the wife lives in Hamilton, Ont. If you are familiar with your Canadian geography you will realize that the advertiser was making a suggestion that is about as feasible as asking a woman living in Williamstown, Mass., to drop into the nearest store in Buffalo, N. Y.

This is by no means an isolated example of what happens when the follow-up is prepared without a modicum of geographic intelligence. Inquiries from cities where an advertiser does not have distribution often make excellent levers to gain distribution in those cities. They should not be used, however, to recommend that prospects take little journeys of 300 or 400 miles just for the pleasure of finding out whether or not the prospect likes the product. A safe rule to follow is the rule that if there is not a store in an inquirer's home town, no effort be made to name the nearest store unless a handy geography is first consulted. If the geography shows that the inquirer is many miles from the nearest store, the advertiser should make no mention of the nearest store. Such mention merely serves to emphasize the fact that the advertiser has poor distribution.

Due to advertising, a great number of people are today aware of the fact that "Sterling" means "solid silver."

Manufacturers of sterling silverware had for years been under the impression that the public at large knew and understood their product to be solid silver. In that respect they were no different from manufacturers in other lines of endeavor who likewise erroneously assume that the public knows all about their product.

A short time ago the Schoolmaster learned with considerable interest of the manner in which the sterling silver business discovered that the public did not asso-

ciate "sterling" and "solid" as one and the same thing, to the detriment of the industry.

The Towle Manufacturing Company, silversmiths of Newburyport, Mass., in 1922 had taken a booth at a fair in Brockport, Mass., in co-operation with a retail jeweler. The display attracted attention. People stopped to look at Towle silverware. The general manager of the company, W. A. Kinsman, stood around to catch the comments and questions of the passersby. About nine out of ten of them asked in one way or another "Is Sterling solid silver?" Mr. Kinsman reported this fact to the board of directors of his company and at the same time recommended an advertising campaign which would teach the public that sterling meant solid silverware.

For several years Towle gave two-thirds of its advertising space to the subject "Sterling means solid." Last year the proportion was modified, when the job of pushing this idea was taken over by the co-operative advertising endeavor of the Sterling Silversmiths Guild.

The uncovering of this obvious idea and the explanation of it to the public has meant much to the sterling silverware industry. It may be that other industries, like sterling silverware, will find by diligent inquiry that the public doesn't know the basic story of their business. It is for this reason the Schoolmaster gives this version of the origin of the "Sterling means solid" advertising of the sterling silver industry to the Class.

Predicts Banks' Adoption of Mass Production Methods

Because banks now require three to five times the amount of deposits to maintain the same dividend rate of the period before the World War, G. Prather Knapp, director of the Rand McNally Banking Publications, declared that mass production must be developed by banks as it has been by industrial plants. Mr. Knapp was speaking at a recent meeting of the Cleveland Financial Advertisers Association.

Guy T. Rockwell, financial editor of the Cleveland Plain Dealer, was elected treasurer of the Cleveland association, to succeed Alton F. Baker, resigned.



Future of Community Advertising—Trends in Cooperative Marketing

—The first by C. G. Milham, the second an interview with C. C. Teague, are two nationally important articles in the February Annual Review Number of Western Advertising. Also: strikingly beautiful color cover; art section; directories listing Western advertisers, agencies, artists, house organs, etc.; reproductions of advertisements; scores of other features in its 250 pages—included as part of 6 months trial subscription, \$1.00; or full year \$2.00.

WESTERN ADVERTISING

564 Market Street • San Francisco

[Every monthly issue worth while]
[Money back if disappointed]

ADVERTISING SOLICITOR

Desires change—8 years' experience selling representative list of daily and Sunday newspapers to New York agencies and advertisers. Good advertising salesman, correspondent and sales letter writer. Understands office management and detail. Prefers location with newspaper representative, magazine or trade paper but would consider location in another city with organization offering future possibilities. Also capable of qualifying as Advertising Manager on progressive newspaper especially in connection with national advertising. Age 31, married. Salary \$100.

Address "Y," Box 278, P. I.

Sales Representatives

A client of ours demands the services of a number of fully experienced Sales Representatives. Every important business district in the country offers great opportunities for our client's product which is one of very high merit, sells at the highest market price, and demands men of proven sales ability. If interested, please send photo and write for full details. Correspondence will all be in confidence. Address The Jay H. Maish Advertising Co., Marion, Ohio

are you? an Advertising man? —write at once

for information about the Eastman Extension Course in Practical Advertising. Entirely different from the "book-course" method.

Let Eastman train you at home, by actual instruction, direct from the classrooms here, under a strong faculty of hard-hitting business men, who know.

SIMPLE CLEAN-CUT
PRACTICAL VIVID DRAMATIC
MODERATE COST

BOX 15

EASTMAN-POUGHKEEPSIE
*A National Institution for
over Half a Century*

C. L. Eshleman

Secy.-Treas., Griswold-Eshleman
Co., Cleveland,
says about the book,

"CHECK-LIST CONTRACTS"

"We haven't finished digesting your very fine book, as there is too much in it for a person to absorb all at once."

\$10.00 postpaid. Folder free
LYNN ELLIS, Inc., Desk A-1
One Madison Ave., New York

If you use Direct-Mail—

You'll find POSTAGE—devoted to Advertising, and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive POSTAGE for 6 months. Bill for \$1 will follow. Every issue contains Direct-Mail Ideas you can use.

POSTAGE MAGAZINE
18 East 18th St. New York, N. Y.

Rexall Sales Establish New Record

The United Drug Company, Boston, Rexall specialties, reports that sales in the United States in 1926 amounted to \$91,183,162, an increase of \$13,000,000, over the previous year's figures. Net income amounted to \$8,883,147, an increase of \$873,000 over 1925. Approximately one-half of the total sales increase came from the new retail stores, acquired or created in the year 1926.

The Liggett Company, the retail subsidiary of the United Drug Company, during 1926, opened 123 new stores and closed 13, making a net increase of 110. For the fourteen months, commencing November 1, 1925, and ending December 31, 1926, 141 new stores were opened.

K. H. Talbot Returns to Koehring Company

K. H. Talbot, recently manager of cement sales of the Cowham Engineering Company, Chicago, has been appointed director of sales in charge of domestic and export sales, of the Koehring Company, Milwaukee, manufacturer of pavers, cranes, mixers, etc. He had been with the Koehring organization from 1919 to 1924 as manager of field service.

Butler Brothers Advance S. E. Wilkinson

S. E. Wilkinson, formerly assistant sales manager, has been made sales manager of the St. Louis branch of Butler Brothers, wholesalers of general merchandise, in charge of sales in the Central and South Central territory.

H. R. Eicher Advanced by Duro Pump Company

H. R. Eicher, sales promotion and advertising manager of the Duro Pump Company, Dayton, Ohio, manufacturer of water softeners, pumps and water systems, has been appointed assistant general sales manager. He will continue as head of the sales promotion and advertising departments in an advisory capacity.

Transferred by Jam Handy Picture Service

George Schroth has been transferred to the position of service representative of the Jam Handy Picture Service. With headquarters at San Francisco, he will have charge of client's field service in California and adjacent states.

Francis Odone with Philadelphia Agency

Francis Odone, formerly with Bissell & Land, Inc., Pittsburgh, has joined Spector & Goldensky, Philadelphia advertising agency, as copy chief.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' and Bookbinders' Equipment machinery, type, supplies, Kelly presses—cut-cost material. Send for revised pressed machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

BULLETIN of Publishing Properties for Sale, just out. We will be glad to mail you a copy. Harris-Dibble Company, 345 Madison Ave., New York City.

For Sale—Newspaper, job plant, real estate Central New York town, pop. 12,000; two papers issued, Goss press, Linotype and Ludlow equipments. Real publisher's job, we have made enough. Whole property \$50,000. Must have \$25,000 available. Box 484, P. I.

PUBLICATIONS—Catalogs and Commercial Printing wanted by a modern equipped plant in New Jersey, 45 minutes from New York. Daily shipments to New York. Satisfaction Guaranteed. Jersey Printing Co., 10 W. 23rd St., Bayonne, N. J.

Magazine Representation Wanted

Well-equipped Representatives' Organization of high-grade experienced salesmen is in position to promote the National representation of one or two National magazines. Must offer big sales possibilities to be considered and financed by us. Box 502, Printers' Ink.

For Sale: Established advertising agency; Copy writing and placing retail and manufacturing copy. Located in Eastern city. No competition. Showing constant gains. Excellent opportunity for two young men of experience and ability, one as inside man and copy chief, other as sales manager. Price for about 80 per cent of stock, \$12,000. \$8,000 in cash, balance on terms to suit. This would make a cash investment of \$4,000 each for two young men who would like to be independent and build up a fine business for themselves. Address Box 467, Printers' Ink.

Advertising Agency, fully recognized and long established, has opening for a man who is now running his own business, or considering going into business for himself, and would like to continue to service his accounts and reduce overhead through complete organization in consideration of a regular drawing account and percentage interest in their development. Congenial Christian surroundings and liberal business policy makes connection desirable to honest, hard worker, free from all "Blue Sky" or "four flusher" proclivities. Give full details, including complete statement of expectations and requirements, and address, in confidence, General Manager, Box 500, Printers' Ink.

OF INTEREST TO PUBLISHERS OF WEEKLY MAGAZINES

An old-established, moderate-sized printing establishment has room for another weekly trade magazine. Specializing exclusively in publication work, we can offer 100 per cent service at practically a cost figure just to keep our equipment fully employed. Establishment is run under union conditions. Will gladly furnish samples of work now being done. Box 481, Printers' Ink.

HELP WANTED

UNUSUAL OPENING

with a leading newspaper representative for solicitor in Chicago territory. Write outlining experience, remuneration expected. Replies confidential. Box 472, P. I.

Established automobile manufacturer wants experienced technical writer to handle service publications: instruction books, shop bulletins, service house-organ, etc. Must have had both writing and service experience. State age, experience, references and salary expected. Box 503, P. I.

ASSISTANT EDITOR WANTED

Man with ability to write, gather news and layout text for monthly. State experience and salary wanted. The man that we want is probably now employed but is looking for a chance to get ahead. Box 497, Printers' Ink.

ARTIST AND LAYOUT MAN

If you can do neat finished lettering, home backgrounds and layouts, if you are young, willing to work long hours and start at the bottom, here is your opportunity. \$30 to start. Bring samples. Wolthal Electric Co., 61 Cortlandt Street, New York.

Office Manager, by one of the largest manufacturers in Newark, N. J., of white gold wedding ring blanks, sheet and wire, selling to manufacturing jewelry and jobbing trade. A high type young man of good education and training with pronounced ability to efficiently handle the details of a sizable business and carry on correspondence and sales promotion work. Excellent opportunity for advancement. State experience fully. David Belais, Inc., 105 Chestnut St., Newark, N. J.

ART DIRECTOR wanted to handle layouts and illustrations editorial pages two leading business publications. Must have had practical magazine or advertising agency experience preparing pages for publication; knowledge type effects, illustrations and balance essential; will lay out all editorial pages as a unit and individually, sketching each page. Will be responsible for final appearance of editorial pages. Unusual opportunity for man with ability to obtain maximum effectiveness from type and illustrations. State age, experience and salary expected. Box 488, Printers' Ink.

Wanted Advertising Manager. Experienced advertising executive who knows practical merchandising as well as theoretical advertising for food products. Excellent position for man with experience and initiative. Communications strictly confidential. Address "P. W." Post Office Box 822, City Hall Station, N. Y. C.

COPY WRITER AND LAYOUT (Young Man or Woman) wanted for well known agency. Should be versatile and familiar with mail order, direct selling, direct mail and general advertising. Moderate salary to start. Opportunity for steady advancement and permanent work with all classes of accounts. Submit samples which will be returned. Send photo if available. Box 494, P. I.

PHOTO-ENGRAVING SALESMAN
One of the largest and most complete Art, Photo-Engraving and Electrotyping plants in Chicago is looking for a man who has some selling experience and some following in our line. Prefer a man who is acquainted with Chicago Advertising Agencies.
For such a man an unusual opportunity is offered and all communications will be kept strictly confidential. All of our salesmen know of this ad. Box 471, P. I.

MISCELLANEOUS

ART SERVICE—The unusual in advertising art, lettering, line work, illustrating of special excellence, for newspapers and magazines is available at very moderate prices. Box 485, Printers' Ink.

POSITIONS WANTED

Sales Representative Position Desired by energetic woman, extensive sales department experience, pleasing personality, dependable, persevering. Interview arranged. Box 479, Printers' Ink.

Artist—Desires connection with N. Y. Agency or Service. Expert in dry brush, pen and ink and color. Has thorough knowledge of advertising. Six years' experience. Box 474, Printers' Ink.

Advertising man with sales promotion experience, in furniture, textile, and women's wear field, desires position in New York with wholesale or retail organization. Write Box 501, P. I.

SALES PROMOTION SPECIALIST—12 years' sales and advertising experience qualifies me to create a profitable new Sales Promotion Department or to revitalize an old one. Box 465, P. I.

ARTIST

Designer and letterer, 8 years' practical experience, good knowledge reproduction. Now employed. Box 490, Printers' Ink.

Designer of Advertising

Capable advertising manager, art director, visualizer and copy writer who plans and produces effective advertising. Versatile and progressive—go anywhere. Direct-mail, publishing, agency and technical experience. Box 486, Printers' Ink.

ADVERTISING—Young woman, university graduate, trained advertising. Christian, seeks broader opportunity. Now full charge advertising women's wear house. Box 468, Printers' Ink.

EDITOR—Eight years New York business publications; writes leading features, interviews, experienced make-up, illustrations, layouts, ad service; daily newspaper training. Box 482, Printers' Ink.

Department Ad. Manager Available Young man, 26, extensive experience, art, copy, merchandising, etc. Have also had year in agency. Samples and references. Immediately available. Box 491, P. I.

OPPORTUNITY—Artist of six years' varied commercial experience plus fine arts training wishes connection with first-class agency. Remuneration secondary to opportunity. Box 483, P. I.

ADVERTISING MANAGER

38, desires bigger opportunities. Has produced noteworthy results. Fifteen years' experience in agency and technical field. Married. Christian. Box 492, P. I.

Young Man: Earnest worker, good personality, univ. student of advertising seeks connection in Chicago with newspaper, publishers' rep., adv. agency or adv. dept. of national advertiser. Box 475, Printers' Ink, Chicago Office.

Artist: Part Time or Free Lance Many years experience in Chicago and New York doing art work and lettering for nationally known products; also booklet designing reflecting the modern note. Box 478, Printers' Ink.

Copy—Contact—Layouts—Production Young southerner with agency and newspaper experience is anxious to join national organization. College trained. Employed. Samples and references.

R. H.
220 S. Fulton St.
Salisbury, N. C.

Top Notch ILLUSTRATOR

extremely versatile, fast; pen, wash and color. Also Al lettering. Very good on visualizing and ideas. Knows advertising, type, printing, etc. Now in Chicago. Salary \$5000 Box 487, Printers' Ink.

Sales and publicity manager desires to make new connection. More than 12 years with large nationally known company. Personal effort of last year increased sales profitably over 300%. Forty years old, college educated, married and furnishing highest references. Interested only in well rated concerns. Box 499, Printers' Ink.

PRODUCTION MANAGER

Experienced, capable producing executive. Six years of copy, layout and production work on both National and Local accounts. Expert knowledge of type, art work and printing. Careful buyer. Available on short notice. Box 489, Printers' Ink.

WOMAN WRITER who has been free lancing in publicity and trade and class journal fields, covering restaurants, antiques, social service, household commodities, personalities, desires permanent connection. Box 498, P. I.

Advertising Executive—Excellent 12 year record with advertising agencies, service organizations and manufacturers. Versatile, adaptable, likeable. Age 30, married. Thoroughly competent on all phases advertising—plans, copy to production, release. Available immediately anywhere East of the Mississippi. Earning \$400 monthly. References, specimens, record on request. Box 477, P. I.

A BUSINESS MAN

Seeks branch or sales manager's or Assistant's position in Chicago or Philadelphia. Years of successful mdse. exp. opening branches, hiring and operating sales and office forces in both cities for mfg's of nat'l scope. Sound reason for change. Reasonable salary ideas. Married; age 40. Box 469, Printers' Ink, Chicago Office.

PUBLISHER OR AGENCY

This man is now national representative of special list of newspapers. Unforeseen sudden condition makes change necessary. Previously for five years on merchandising and national sales staff of leading N. Y. newspaper. An original idea man with writing ability. Valuable connections with agencies and national advertisers; highest references; available March 15. Box 495, P. I.

DIRECT MAIL EXECUTIVE

Seasoned experience in direct-mail problems fits me, nicely, to the position of executive in complete charge of direct-mail operations. I know engraving, photography, typography, paper and printing; as an organizer or systematizer I have made my mark. I'm young enough to be flexible in thought and action. Married. Available March 1st, 1927. Box 473, Printers' Ink.

ADVERTISING ARTIST

Thirteen years' practical experience. Last six with large Middle Western agency doing national work. Expert in design, lettering and layout. Wants position as art director or assistant in agency, studio or engraving house. Available March 15. Salary around \$5,000. Age 29, married. Box 476, P. I.

COPY WRITER

The writer of one of the campaigns winning Bok award 1926 is now available for a connection with 4A agency in New York City. Small agency preferred. General institutional; electrical and allied; house products. 2 years with leading New York agency. Field investigation and research. Until about March 15, will accept free-lance work upon moderately speculative basis. Woman. Box 470, Printers' Ink.

Sales and Advertising Manager, now completing certain specific work, experienced in modern, scientific sales management methods, organizing sales forces and building up sales and good-will, is desirous of making a connection with a reliable industrial house. Best of references given. Box 466, Printers' Ink.

EXECUTIVE ASSISTANT

Young college woman; wide knowledge international affairs and contacts gained in work with prominent business man. Adept correspondent; skilled writer, articles, speeches, reports, publicity matter; able executive. Newspaper, magazine, advertising experience. Box 480, P. I.

EUROPEAN PHOTOS OF YOUR PRODUCT

I will take photos of your product in Europe, secure release, furnish caption line, suggest advertising layout if wanted or editorial story. 15 years' experience. Christian, N. Y. advertising man. Now booking orders for foreign photos for manufacturers, publishers, ad. agents, write for details. Box 496, P. I.

MAY I INTRODUCE MY SON!

I am inserting this ad unbeknownst to him. He's a thoroughly trained newspaper man; Pulitzer School, varied European and American experience. Fully competent in layout and makeup; knows daily and weekly field; writes lively serials to order for metropolitan dailies; style has individuality and zest; would give human quality to high-grade house organ, insuring its reading by office boy as well as president. He is 30, lately married. May have found the right job before this appears; if not, I'll pass your inquiry on to him. Address, President, The Layman Company, 730 Rush Street, Chicago.

CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

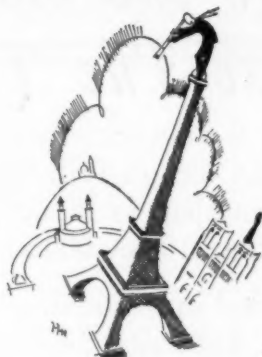
PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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*The first essential of course, in finding anything,
is to know what you're looking for*



*We sent one of our men to Paris recently
to find a package design.*

He found it.

*Our client set a sales quota of 250,000
packages the first six months.*

*That was four weeks ago. To date
150,000 have been sold.*

*It is one of the tenets of this agency
that advertising starts with the goods
themselves—and the way they're dressed.*



The JOHN H. DUNHAM Company

Advertising

TRIBUNE TOWER

CHICAGO

*The better you know
Chicago the more you
will use The Tribune*

IN 1926, The Chicago Tribune led all other Chicago newspapers in advertising lineage by more than 10,000,000 agate lines.

The Tribune led in national, local and classified lineage. It carried 37.3% more display advertising than the next Chicago newspaper. The national advertising lineage of The Tribune was almost twice that of the next Chicago newspaper. In want advertising, The Tribune carried more than the next three Chicago newspapers combined.

Its gain, in 1926, was greater than that of any other Chicago newspaper. The Tribune had 34.5% of the total gain enjoyed by all Chicago newspapers. Write on your business stationery for "Advertising Lineage in Chicago Newspapers," an analysis of display lineage figures for 1926.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER